

PART I - FACE SHEET

APPLICATION FOR FEDERAL ASSISTANCE		1. TYPE OF SUBMISSION: Application <input checked="" type="checkbox"/> Non-Construction	
Modified Standard Form 424 (Rev.02/07 to confirm to the Corporation's eGrants System)			
2a. DATE SUBMITTED TO CORPORATION FOR NATIONAL AND COMMUNITY SERVICE (CNCS): 05/14/12		3. DATE RECEIVED BY STATE:	
2b. APPLICATION ID: 12SR140561		4. DATE RECEIVED BY FEDERAL AGENCY: 05/14/12	
		STATE APPLICATION IDENTIFIER:	
		FEDERAL IDENTIFIER:	
5. APPLICATION INFORMATION			
LEGAL NAME: United Way of North Central Florida DUNS NUMBER: 163147184 - 0000		NAME AND CONTACT INFORMATION FOR PROJECT DIRECTOR OR OTHER PERSON TO BE CONTACTED ON MATTERS INVOLVING THIS APPLICATION (give area codes): NAME: Mona Gil De Gibaja TELEPHONE NUMBER: (352) 331-2800 204 FAX NUMBER: INTERNET E-MAIL ADDRESS: mgibaja@unitedwayncfl.org	
ADDRESS (give street address, city, state, zip code and county): 6031 NW 1st Pl Gainesville FL 32607 - 2025 County:			
6. EMPLOYER IDENTIFICATION NUMBER (EIN): 590808855		7. TYPE OF APPLICANT: 7a. Non-Profit 7b. Local Affiliate of National Organization	
8. TYPE OF APPLICATION (Check appropriate box). <input checked="" type="checkbox"/> NEW <input type="checkbox"/> NEW/PREVIOUS GRANTEE <input type="checkbox"/> CONTINUATION <input type="checkbox"/> AMENDMENT If Amendment, enter appropriate letter(s) in box(es): <input type="text"/> <input type="text"/> A. AUGMENTATION B. BUDGET REVISION C. NO COST EXTENSION D. OTHER (specify below):		9. NAME OF FEDERAL AGENCY: Corporation for National and Community Service	
10a. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER:94.002 10b. TITLE: Retired and Senior Volunteer Program		11.a. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT: Alachua County RSVP Program 11.b. CNCS PROGRAM INITIATIVE (IF ANY):	
12. AREAS AFFECTED BY PROJECT (List Cities, Counties, States, etc): Alachua County, Florida (Cities of Gainesville, Newberry, Alachua, High Springs, Archer, Cross Creek, Hague, Hawthorne, LaCrosse, Melrose, Micanopy, Rochelle, Santa Fe, Traxler, Waldo and Windsor)			
13. PROPOSED PROJECT: START DATE: 10/31/12 END DATE: 10/31/15		14. CONGRESSIONAL DISTRICT OF: a.Applicant <input type="text" value="FL 006"/> b.Program <input type="text" value="FL 006"/>	
15. ESTIMATED FUNDING: Year #: 1		16. IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS? <input type="checkbox"/> YES. THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON: DATE: <input checked="" type="checkbox"/> NO. PROGRAM IS NOT COVERED BY E.O. 12372	
a. FEDERAL	\$ 105,000.00		
b. APPLICANT	\$ 12,093.00		
c. STATE	\$ 0.00		
d. LOCAL	\$ 12,093.00		
e. OTHER	\$ 0.00		
f. PROGRAM INCOME	\$ 0.00		
g. TOTAL	\$ 117,093.00	17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT? <input type="checkbox"/> YES if "Yes," attach an explanation. <input checked="" type="checkbox"/> NO	
18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAPPLICATION ARE TRUE AND CORRECT, THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.			
a. TYPED NAME OF AUTHORIZED REPRESENTATIVE: Debbie Mason		b. TITLE:	c. TELEPHONE NUMBER: (352) 333-0845
d. SIGNATURE OF AUTHORIZED REPRESENTATIVE:		e. DATE SIGNED: 05/14/12	

Narratives

Executive Summary

The Alachua County Retired Senior Volunteer Program (AC-RSVP) is being implemented through the United Way of North Central Florida. Volunteers are recruited throughout the county to help improve educational outcomes in the community. Unfortunately, many of the children and youth in Alachua County do not have the resources and support they need to succeed in school. Through AC-RSVP 300 volunteers will be recruited over three years to help the children in our community succeed in school. Volunteers must be 55 years old or older to be a part of AC-RSVP. Some of the exciting volunteer opportunities include participating in the following initiatives:

- * Serve as a Reading Buddy for children in VPK programs that had less than 70% of the children in attendance enter school ready to learn (based on the Kindergarten Readiness assessment scores for each VPK program).
- * Serve as a Reading Buddy for 2nd and 3rd graders participating in the Early Literacy Initiative that is focused on improving 3rd grade reading proficiency at Lake Forest Elementary, Idlywild Elementary, Terwilliger Elementary and the Boys and Girls Club of Alachua County.
- * Serve as a tutor and/or mentor for 9th or 10th grade students that are participating in the Check & Connect, Drop-Out Prevention program at Gainesville High School, Eastside High School or Hawthorne High School.

Strengthening Communities

Part III-Narratives Program Design

Getting Things Done

- * Alignment of programming and work plans with clearly defined community need
- * Well documented compelling community need(s) that are reflected in one or more focus areas (New grants need only respond to one focus area)
- * Well-designed activities with measurable outputs and outcomes reflected in work plans that directly address the identified community need(s)

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* Well-defined roles for volunteers that lead to measurable outcomes and impact on meeting the need(s) described

In Alachua County, almost 25% of the children under 18 live in poverty. In addition, there are many education disparities that exist that prevent many youth from succeeding in school.

**22% of students do not graduate high school on-time or at all.

**35% of African-Americans do not graduate high school on-time or at all.

**76% of students in the alternate high schools do not graduate.

**29% of all 3rd graders do not read at grade level as measured by the Florida Comprehensive Assessment Test (FCAT 2.0).

**39% of children on free and reduced price lunch do not read at grade level.

**48% of African-American 3rd graders do not read at grade level.

**51% of 3rd graders are not reading at grade level in schools with more than 71% of the students on free and reduced price lunch.

**In some neighborhoods in the County, less than 50% of the children do not enter school ready to learn.

Many of these children who are experiencing poor educational outcomes are living in poverty (based on the number of children on free and reduced price lunch). In turn, due to these educational disparities many of the children in Alachua County do not have access to the resources they need to succeed in school and life. To help address these challenges, United Way of North Central Florida has partnered with more than 100 community agencies, business leaders, governmental agencies and faith based leaders to facilitate the development of a community wide strategic plan and community report card that will help guide our community in investing our financial and volunteer resources towards the issues that will have the greatest positive impact on the residents of Alachua County.

In 2006, the United Way Board of Directors chose to focus the majority of the organization's resources on the goal of increasing the high school graduation rate by 2018. In turn, the investments made

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through the United Way grant allocation process and the implementation of key strategic initiatives has focused on increasing school readiness, increasing access to food for students on the weekend when free and reduced price school meals are not available, increasing access to oral health services (which is the cause for many school absences), expanding access to resources that can increase 3rd grade reading proficiency, and increasing family engagement in achieving school success for 8th and 9th graders. While the framework for many of these goals has been developed, there has been minimal work done to develop and implement a "strategic volunteer recruitment plan" that will provide volunteer resources in the communities with the greatest need. Through this grant a "strategic volunteer recruitment plan" will be developed and implemented to address this gap and decrease educational disparities in Alachua County.

The Alachua County-RSVP (AC-RSVP) Program will focus on recruiting volunteers to improve educational outcomes in three areas of focus: school readiness, 3rd grade reading proficiency, and high school graduation. The volunteer activities that will be available and the outputs and outcomes that will be measured for each activity are provided below.

Volunteer Activity #1

Serve as a Reading Buddy for children in

Voluntary Pre-Kindergarten (VPK) programs that had less than 70% of the children in attendance enter school ready to learn (based on the Kindergarten Readiness assessment scores for each VPK program)

Outputs

- 1) Number of VPK programs that have Reading Buddy volunteers
- 2) Number of Reading Buddy volunteers at each VPK program
- 3) Number of children matched with a Reading Buddy
- 4) Number of hours of volunteer service performed by each Ready Buddy

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5) Number of weeks each child met with a Reading Buddy and the number of minutes spent with the Reading Buddy each month

6) Number of books provided to each participating child for their home library

Outcomes

* Based on the results of a pre and post assessment, at least 50% of the children who are matched with a Reading Buddy and participate in at least 6 hours of reading assistance will increase their knowledge of letters and words.

* Increase in the number of books each child has in their home library.

Volunteer Activity #2

Serve as a Reading Buddy for 2nd and 3rd grade students who are participating in the Early Literacy Initiative that is focused on improving 3rd grade reading proficiency at Lake Forest Elementary, Idlywild Elementary, Terwilliger Elementary and at the Boys and Girls Club of Alachua County.

Outputs

1) Number of Reading Buddy volunteers at each site

2) Number of 2nd and 3rd grade students at each site that are matched with a Reading Buddy volunteer

3) Number of hours of volunteer service performed by each Ready Buddy

4) Number of weeks each child met with a Reading Buddy and the number of minutes spent with the Reading Buddy each month

5) Number of books provided to each participating child for their home library

Outcomes

* At least 50% of the children who are matched with a Reading Buddy and receive at least 6 hours of reading assistance will increase their score on the FAIR reading assessment that is administered three times a year.

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* Increase in the number of books each child has in their home library.

Volunteer Activity #3

Serve as a tutor and/or mentor for 9th or 10th grade students that are participating in the Check & Connect, Drop-Out Prevention program at Gainesville High School, Eastside High School or Hawthorne High School

Outputs

- 1) Number of tutors and/or mentors at each site.
- 2) Number of 9th and 10th grade students participating in the Check & Connect program at each high school that are matched with a tutor and/or mentor.
- 3) Number of hours each volunteer tutor or mentor spends with the student

Outcomes

* At least 50% of the students participating in the Check & Connect program who are matched with a volunteer tutor and/or mentor for at least 1 hour a month for 8 months will see an increase in academic progress (ie: GPA, test scores), a decrease in disciplinary referrals/suspensions, a decrease in unexcused absences, and/or an increase in the completion of core courses (English, science, math).

Strengthening Communities

- * Effective involvement of target community(ies) in planning and implementation
- * Strong community partnerships, including well-defined roles for community partners
- * Plans for promoting and integrating senior service in other community service programs
- * Enhanced capacity of community organization and institutions
- * Mobilization of community resources, including volunteers
- * Bringing together people of diverse backgrounds

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Since June, 2011 United Way has been facilitating a community visioning and strategic planning process for Alachua County. The more than 250 participants involved in this process include community residents and representatives from more than 100 different community agencies, faith based providers and government agencies, as well as elected officials and business people. Using the Results Based Accountability framework to guide our work, four "Results Workgroups" have been created and are meeting regularly to develop action plans that will focus on improving results on key indicators in education, health, financial stability and safety. In turn, a very diverse group of individuals are working together to create a vision for the future of Alachua County and a community strategic plan that will help guide the investment of our financial and volunteer resources to help fill gaps and address the unmet needs.

To successfully implement the Strategic Volunteer Recruitment plan for the AC-RSVP Program, United Way will partner with the Alachua County Public Schools, Voluntary Pre-Kindergarten (VPK) programs, County and City government staff and elected officials, the more than 100 partners agencies and organizations involved with the community planning process and community residents. In the first year of the program, volunteers will be strategically placed in VPK programs and schools to address the three priority issues discussed earlier (school readiness, 3rd grade reading proficiency, high school graduation), however, as the RSVP program grows and the community planning process continues, volunteers may be recruited to address two other issues that are included in the Corporation for National and Community Service focus areas: Economic Opportunity and Healthy Futures.

The United Way Vice President of Marketing and Communication will be a part of the AC-RSVP team and will develop a comprehensive communications plan for this program. The plan will include developing a clear volunteer service message that will be spread countywide, maintaining contact with the print and broadcast media to provide them with press releases about the volunteer opportunities available, as well as the exciting ways in which the volunteers are serving the community. In addition,

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she will use social media (Facebook and Twitter) and the United Way electronic newsletter to promote the AC-RSVP program and highlight program successes and volunteer stories.

The United Way Vice President of Community Impact and Community Impact Manager are presently working with the more than 28 United Way Community Impact partners, many of which receive funding from United Way for at least one of the programs they offer to community residents. Through these relationships, resources will be made available to the volunteers to enrich their volunteer experience. Volunteers will have an opportunity to participate in a variety of community events that are sponsored by our community partners and are focused on increasing educational success (ie: Family Literacy event and the Children's Week celebration). Beyond these relationships with Community Impact partners, United Way also has significant partnership relationships with the Department of Health, the Department of Children and Families, the Department of Juvenile Justice, the courts, and other system partners.

Recruitment and Development

Recruitment and Development of Volunteers

- * Effective plans for recruiting, developing, training, supervising and recognizing volunteers
- * High quality assignments and experience for volunteers, with opportunities such as building new skills, developing leadership potential, reflecting on the meaning of service to the community, and enhancing the quality of their own lives
- * Well-designed plans for participants to serve together with people of diverse backgrounds
- * Recruitment of Veterans or Military Family members if appropriate
- * A broad range of volunteer roles so that volunteers have the opportunity to contribute their skills in the most meaningful ways
- * A volunteer pool reflective of the demographics of the geographic communities served, including individuals of all races, ethnicities, and degrees of English language proficiency

Volunteer recruitment will be implemented through a "Strategic Volunteer Recruitment" strategy. The

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first component of the strategy is to create an AC-RSVP Volunteer Council. Representatives from the following will be recruited to participate in the council:

- * The more than 100 businesses involved with the United Way's workplace campaign
- * Retirement communities
- * AARP
- * Eldercare and the Alachua County/City of Gainesville Senior Center
- * FIWI Senior Center
- * Community Centers
- * The University of Florida and Santa Fe College
- * Kiwanis Clubs, Rotary Clubs, Woman's Clubs, Junior League and the Gator Exchange Club
- * Associations of retired professionals (ie: Retired Teachers Association), the Alachua County Library District, the Chamber of Commerce, and Professional Organizations (ie: American Medical Association)
- * Alumni Associations and Adult Sorority and Fraternity organizations
- * Faith based organizations, churches and synagogues
- * Local health care and gym facilities

The AC-RSVP Volunteer Council will meet at least quarterly to discuss the strategic volunteer opportunities available in the community, assist in the development of recruitment materials for each volunteer opportunity, and take the lead at one of the sites where the volunteer opportunities are being offered. Each site leader will help the AC-RSVP project coordinator with recruiting, screening, training, and scheduling the volunteers for the site for which they are the lead. The United Way Vice President of Marketing and Communications will work with the project coordinator to develop materials to recruit volunteers and will assist in the community outreach needed to educate seniors about the volunteer opportunities available in Alachua County. The focus of the outreach will be on the organizations listed above, as well as through United Way publications and e-mails, newsletters from other organizations, print and broadcast media and through social media (ie: Facebook and Twitter).

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Since all the volunteer opportunities will include working with children and youth, all volunteers will have to agree to a Level 2 background screening that will be paid for through this grant. United Way Worldwide has received a significantly discounted price for background screenings and each will cost less than \$16 per person through Lexis-Nexus.

Each volunteer will receive the training needed to serve as a Reading Buddy, tutor or mentor and will receive ongoing support through the project coordinator and the volunteer lead for their assigned site. In addition, throughout the year at least one volunteer from each volunteer activity will receive special recognition for serving the greatest number of hours, achieving successful outcomes, or going above and beyond the call of duty to create positive community change. In addition, an annual volunteer recognition event will be held to highlight the amount of service each volunteer has performed and to showcase the successful outcomes that have been achieved throughout the year. The volunteer site leads will work with the project coordinator to track outputs, outcomes, and success stories throughout the year and this information will be shared at the annual volunteer recognition event and through the media.

Program Management

This information is included in the Strengthening Communities section and the Organizational Capability section.

Organizational Capability

Organizational Capacity

United Way of North Central Florida has led many successful community-wide initiatives including Success by 6, a national school readiness initiative and the Weekend Hunger Backpack Program, a countywide initiative that is focused on ending hunger for children in North Central Florida. The agency has also led numerous community-wide volunteer projects that have focused on creating a "Day of Action" throughout North Central Florida. Through hundreds of "Day of Action" community service projects United Way staff members have been responsible for the following:

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- * Securing community service projects that can be completed in a day
- * Securing donated goods to successfully complete the project
- * Recruiting and training team leads for each community service project
- * Recruiting and training volunteers for each project
- * Developing a project plan for each community service project
- * Implementing "kick off" events the morning of the Day of Action
- * Successfully managing the volunteers at each project site
- * Successfully implementing the project plan
- * Securing signed release of liability forms from each volunteer prior to the project
- * Thanking all the volunteers and donors involved in each project

In addition, the Vice President for Community Impact, Dr. Mona Gil de Gibaja will be managing the AC-RSVP program and she has managed numerous community wide projects including the redesign of the foster care system in 13 counties in North Central Florida and the Neighborhood Based Prevention initiative implemented in Los Angeles County, California through Casey Family Programs, a national operating foundation.

United Way's President and CEO, Debbie Mason, was previously a consultant and in that role she had many years of experience recruiting and working with large groups of volunteers. In the past she facilitated a strategic planning process in Broward County Florida involving more than 150 participants. In addition, she was also involved in various successful countywide and statewide planning and program initiatives including the following.

- * The state's first community plan for the privatization of foster care-which was subsequently fully funded
- * The Road to Independence foster care transition plan, and
- * The Broward Children's Strategic Plan

Other

Narratives

No additional information to provide

PNS Amendment (if applicable)

No applicable