Eligibility Quiz

Is your organization recognized as "non-profit", such as a 501c3 or a public school, by the U.S. Internal Revenue Service?

- Select One
  Yes
  No

Does your organization render services to, or provide advocacy for children or families at risk in the four counties of New Jersey, i.e., Essex, Hudson, Passaic or Union; or within the state of Vermont?

- Select One
  Yes
  No

Is your application for the support of endowment funds, health care delivery services, research project or conference?

- Select One
  Yes
  No

If the applying agency is different than the fiscal agent, it is the applying agency's responsibility to ensure that it is their own data which populates the relevant fields in the application. Our funding decision will assume that this has been done and we will render our decision on that basis. With this in mind, please choose the appropriate selection below:

- Select One
  This application is on behalf of an agency that does not use a fiscal agent
  This application is on behalf of an agency that uses a fiscal agent, but the above information is not understood
  This application is on behalf of an agency that does use a fiscal agent and I understand the above information.

I understand that if acronyms are entered within the body of text, in any fields on this application, an explanation of the acronym must be provided within close proximity for each use. Applications with unexplained and/or ambiguous acronyms may not be considered.

- Select One
  Yes
  No

I understand that in order to successfully save or submit my application, I must create an account using a valid e-mail address and then sign in correctly before closing the form. (The system will acknowledge successful saves and submissions.) I also understand that if the required attachments for my application are not received by the deadline, or re-sent immediately if corrections are requested, then my application will not be processed by the Turrell Fund.

- Select One
  Yes
  No

Submit
Cover Sheet

- Tax ID:
  123456789

- Exact legal name of organization:
  Hudson Center for Literacy

- Mailing address of organization:
  123 Main St.

- Organization City:
  Hudson City

- Organization State:
  NJ

- Organization Zip code:
  07123

- County:
  NJ-Hudson

- Organization’s Telephone Number:
  555-432-9000

- Extension

- Organization’s Fax Number:
  555-432-9801

Head of Organization

- Prefix
  Ms.

- First Name
  Rosalind

- Last Name
  Touchstone

- Title
  Ms.

- E-mail
  rtouchstone@hudsoncenter.org
Program Coordinator (If different from the Head of the Organization)

Prefix
<br><br><br><br><br><br>
First Name
<br>
Last Name
<br>
Title
<br>
E-Mail Address
<br>

Notes on Program Coordinator’s Role
(Please include if further explanation of Program Coordinator’s role is necessary.)
<br>
Word count 0 of 100

Save & Finish Later  Next
Proposal Summary

Name / Title of Program (10 words maximum):

Narrowing the Word Gap for Underserved Families

Please describe the program / activity for which funds are being requested. In your description, please explain why the money is needed and what specific activities a Turrell Fund grant would enable. Please keep in mind the mission, vision, and priorities of the Turrell Fund as you describe your activities. (300 words maximum):

PLEASE NOTE: In this response, please be mindful that our work acquaints us reasonably well with the challenges young people in our catchment area face, especially in underserved communities. Rather than cite statistics, we would prefer you thoroughly explain how a grant will help you address these issues.

The Hudson Center for Literacy requests support of the "Narrowing the Word Gap" program, which employs skilled home visitors to help parents create language-rich environments for infants and toddlers. Research suggests that children from underserved communities can be exposed to up to thirty million fewer words, resulting in significant lag in literacy and linguistic ability in pre-school and beyond. Our six-month program uses weekly home visits, by trained literacy experts, to illustrate for families what we call "talk opportunities." Aiming to combat the notion that infants are too young for "talk," we show parents how activities like changing a diaper, preparing a bottle, or walking the stroller are actually vital opportunities for language development.

Describe as quantitatively as possible, the socio-economic status of the children and families served by the specific program for which funding has been requested. (30 words maximum):

95% of families who have enrolled in our "Talk Opportunities" program over the past three years have children who qualify for free or reduced lunch.

Describe up to three (3) CHILD- OR FAMILY-SPECIFIC OUTCOMES that are expected if this program / activity is funded. Child- or family-specific outcomes are the observable, measurable benefits experienced as a direct result of the services and supports provided to individual children and their families. Each outcome should include a benchmark standard (or "baseline") against which progress is measured. Outcomes may be tracked over multiple years, but please note that your grant report will require you to report on progress.

- Your outcomes must focus specifically on children and/or families.
- For purposes of this application, a child is anyone under 19 years of age.
- Some examples include:
  - Reduction in behavioral incidents, as tracked by teacher records
  - Development of social-emotional skills, as measured by an assessment
  - Improvement in early literacy skills, as demonstrated by an evaluation
  - Increased enrollment in an arts program, as measured by attendance records
  - Improved retention rate, as measured by enrollment records
**Child- or Family-Specific Outcome #1**

By conclusion of six-month program, enrolled families increase daily word usage by an average of 15%.

Word count: 16 of 100

**Benchmark/Baseline for Child- or Family-Specific Outcome #1**

In 2018, at the start of the program, the average baseline word usage per household member was 8,250 words per day.

Word count: 21 of 100

**Measurement Tool to Track Progress for Child- or Family-Specific Outcome #1**

We use the EAR (Electronically Activated Recorder) device to capture baseline data and measure progress.

Word count: 13 of 100

**Child- or Family-Specific Outcome #2**

By conclusion of six-month program, enrolled three-year-old children perform 10% above baseline scores on Ages and Stages (???) Teaching Strategies Gold (???) -- Renaissance Star Early Literacy Assessment.

Word count: 28 of 100

**Benchmark/Baseline for Child- or Family-Specific Outcome #2**

For families with three-year-old toddlers, we offer the Renaissance Star Early Literacy Assessment. The children will take the assessment at the start of the program. Average Scaled Score for 2018 cohort was 457.

Word count: 34 of 100

**Measurement Tool to Track Progress for Child- or Family-Specific Outcome #2**

The Renaissance Star Early Literacy Assessment

Word count: 6 of 100
While a project or program might improve a child’s life directly, there are often “ripple effects” of the work that strengthen and improve children’s lives at the national, state, local or community levels. We ask you to consider your role in the greater ecosystem of children’s development and consider how you can have an impact beyond the walls of your institution. Thus, please describe **UP TO THREE (3) MEASURABLE SYSTEMIC OUTCOMES** that are expected if this program / activity is funded.

Some examples include:

- New partnerships with other non-profits
- Influencing local, state, or federal government policy and protocol
- Increased funding for early childhood services
- Increased enrollment in a professional development program
- Adoption of a school district policy that promotes best practices
- Increased parental knowledge of a program or opportunity
- Spreading of best practices with broader community of nonprofits

**Projected Systemic Outcome #1**

100 words max

Through partnerships and trainings, an additional 25% family child care providers in Hudson County adopting the “Talk Opportunities” curriculum.

Word count 29 of 100

**Benchmark/Baseline for Projected Systemic Outcome #1**

100 words max

We held our first workshop for 4 family child care providers in October 2018. We held our first workshop for 4 family child care providers in October 2019.

Word count 27 of 100

**Measurement Tool to Track Projected Systemic Outcome #1**

100 words max

Professional development credits to be issued by local Child Care Resource & Referral Agency.

Word count 24 of 100

**Projected Systemic Outcome #2**

100 words max

We will present at Hudson City’s “New Moms” fair, sponsored by the Urban League, increasing our text message “talk opportunities” subscriptions by 10%

Word count 23 of 100
**Turrell Fund Application**

Benchmark/Baseline for Projected Systemic Outcome #2

We have not yet presented at a fair. We currently have 289 text message subscribers.

Word count: 15 of 100

Measurement Tool to Track Projected Systemic Outcome #2

We use Textedly to manage our communications database.

Word count: 8 of 100

Projected Systemic Outcome #3

Increased public awareness of "Talk Opportunities" through partnership with Right from the Start New Jersey and at least 35% increase in Twitter engagement.

Word count: 22 of 100

Benchmark/Baseline for Projected Systemic Outcome #3

We currently have only 92 followers.

Word count: 5 of 100

Measurement Tool to Track Projected Systemic Outcome #3

Social media and RFTS website will demonstrate progress.

Word count: 5 of 100
While we believe data is an effective way for organizations and foundations alike to set goals and measure impact, we also acknowledge that your own stories can powerfully capture your potential for change. In 500 words or less, please choose one of the options below and tell us your story about change.

a. Tell us a story about how your organization has worked with another agency.

b. In narrative form, please envision the five-year impact of this program on a participant.

You may use a pseudonym in order to share this story.

c. In narrative form, please envision the 'ripple effects' of this program, beyond your immediate clients.

What indirect – yet nonetheless important – effects do you hope this program will have?

d. What are the ‘ripple effects’ of this program? Who or what do you imagine this program will touch, beyond the direct client?

e. The etymology of the word “philanthropy” is “love of the human”. How does your program put love into action?

Tell Us Your Story

500 words max

There are so many ways in which human beings can express love, but language remains the most powerfully expressive way we present and show our love for one another. It is not just in the words we say but how we say them. Here at the Hudson Center for Literacy, we know our parents love their children; our job is to show them how language is one of the best ways for them to put their own love into action. By helping educating parents on the astonishing science of their babies’ brains and by showing parents all the “talk opportunities” that make up a day, we are helping to strengthen the parent-child bond, word by word. As our parents learn, expressing
Quality Standards

Quality assessment measures is very important to the Turrell Fund. Please indicate your level of participation in any of the following initiatives.

- NAEYC
  National Association for the Education of Young Children
  - [ ] Yes
  - [ ] No
  - [ ] N/A

- NAC
  National Accreditation Commission
  - [ ] Yes
  - [ ] No
  - [ ] N/A

- NECPA
  National Early Childhood Program Accreditation
  - [ ] Yes
  - [ ] No
  - [ ] N/A

- NAFCC
  National Association of Family Child Care
  - [ ] Yes
  - [ ] No
  - [ ] N/A

- Child Care QRIS
  Quality Rating and Improvement System
  - [ ] Yes
  - [ ] No
  - [ ] N/A

- [ ] Professional Development Policy
  100 words max.
  All our staff must undergo at least 10 hours of accredited professional development per year. Within our "Talk Opportunities" program, our language specialists are all Masters in Social Work and have certificates in early literacy as well. In addition, our language specialists attend annual conferences hosted by the Thirty Million Word project. While these specialists are also held to the 10 hours of word count of 100.
Program / Activity

- Grant request: (in dollars)
  - $40,000

- Total organizational budgeted expenses:
  (for the current fiscal year)
  - $679,000

- Total cost of the program for which funding is being requested:
  (Must be entered even if project budget is the same as the organizational operating budget)
  - $120,000

Program / Activity Start Date:
09/01/2019

Program / Activity End Date:
02/28/2020

- Total number of children served by your organization in the Birth - to - 3 age group (enter numerical value):
  - 96

- Total number of children served by your organization in the 4 - 6 age group (enter numerical value):
  - 320

- Total number of children served by your organization in the 7 - 12 age group (enter numerical value):
  - 58

- Total number of children served by your organization in the 13 - 19 age group (enter numerical value):
  - 11

Please fill in the following 4 fields EVEN IF the number of children served specifically by this project / activity is the same as the numbers for your organization above:

- Total number of children to be served by THIS program / activity in the Birth - to - 3 age group (enter numerical value):
  - 56

- Total number of children to be served by THIS program / activity in the 4 - 6 age group (enter numerical value):
  - 13

- Total number of children to be served by THIS program / activity in the 7 - 12 age group (enter numerical value):
  - 0

- Total number of children to be served by THIS program / activity in the 13 - 19 age group (enter numerical value):
  - 0

- Age of the oldest child in numerical value:
  - 4
Turrell Fund Application

Age of the youngest child served in this program in numerical value:
Children under the age of 1 should be represented as age 1.
1

Program / Activity Location (List the address where program activities will be held):
Hudson City

Participant Location (List areas from which the participating children come):
Hudson City

Please provide the following 3 items of financial information if available:

What is your organization’s average annual cost per participant or student (6 digit whole number maximum):
(What it costs you to provide services = Annual Expenses divided by number of annual Participants)
1321

What, if any, is the average annual fee or tuition charged to participants (6 digit whole number maximum):
(Enter whole number: Should be the average amount actually received from individuals)
60

If you do charge participants, do your charges vary based on any factors (e.g. Age group, Other enrolled siblings, etc.)?
Yes / No

No

Please indicate other sources of funding that you are SEEKING for financial support of this Program / Activity (25 words maximum):

PSK Bank Foundation; The Leontes Foundation; The Cordelia Regan Fund

Please indicate other sources of funding that you have SECURED for financial support of this Program / Activity (25 words maximum):

New Jersey Department of Education; The Horatio Fund for Literacy

Please indicate other sources of funding that you are SEEKING for financial support of this Program / Activity (25 words maximum):

PSK Bank Foundation; The Leontes Foundation; The Cordelia Regan Fund

Please indicate other sources of funding that you have SECURED for financial support of this Program / Activity (25 words maximum):

New Jersey Department of Education; The Horatio Fund for Literacy
If you are not submitting your latest IRS 990 with this application, please explain why. (50 words maximum):

[If an IRS 990 dated 2013 or later, is not submitted as an attachment then you MUST provide this explanation.]

Word count 0 of 50

Is your organization involved in any form of LEGISLATIVE LOBBYING?

- Select One -
  - No
  - Yes

If you answered yes to the question above, please tell us what dollar amount of your annual operating budget is allocated to LEGISLATIVE LOBBYING activities.

Please indicate the LOBBYING budget of the program for which you are currently seeking Turrell funds.

* Organizations which answer yes to the LOBBYING question, above, will be required to submit a line-item budget for the program to which Turrell funds would be applied, including a line item for the projected LOBBYING expense.

* Your application may not be considered if we do not receive this information with this application.
Organization

- Required before final submission

- What days are your offices open?
  Select each day that your organization's offices are open.
  - Mon
  - Tue
  - Wed
  - Thu
  - Fri

- What are you organization's normal hours of operation?
  9-5

- What days does the program described above operate?
  Select each day that the program operates.
  - Mon
  - Tue
  - Wed
  - Thu
  - Fri

- What are the program's normal hours of operation?
  9-5

- Number of Full-time staff:
  4

- Number of Part-time staff:
  15

- Number of Volunteers:
  12
Electronic Attachments NOT Included

- Required before final submission

In the next section you will be adding the following attachments to your request:

1. IRS Determination Letter

2. IRS Form 990 (NOTE: Submit your latest, dated no earlier than 18 months ago.)

3. Organization Operating Budget

4. Board Member List

5. Audited Financial Statements (NOTE: Submit your latest, dated no earlier than 18 months ago.)

6. Management Letter (Independent Auditor’s Communication of Internal Control Matters identified in the Audit and typically included with the Audit Report)

7. Program / Project Budget

If you cannot submit ANY of the required attachments online with this application, please explain how they will be delivered and assure that they reach us by the published deadline.

If you are only submitting some, but NOT ALL attachments, then you must also explain why. (50 words maximum):

Word count: 0 of 50
Attachment Requirements for Lobbying Organizations

* Organisations which include LEGISLATIVE LOBBYING activities are required to provide a Program / Project Budget, separately from the Organization Operating Budget, INCLUDING a line item identifying the projected LOBBYING expense.

* Your application will not be processed until this information has been received by the Turrell Fund. Reminder: This information is due by the published deadline.
NOTE: Your latest IRS Form 990 and Audit Reports should be submitted, but dated no earlier than 18 months from the date of this application. The Turrell Fund requires 7 specific attachments to your request for funding. If the IRS does not require you to file a Form 990 then your explanation should be included earlier in the application. If you are not attaching some or any of the other attachments then your explanation should be included in the previous section of the application. You must address each specific attachment. Any applications that are missing attachments without an explanation will not be processed. To add your attachments: Choose the type of attachment then browse on your computer to locate and upload the corresponding file. Please be sure that the type of attachment chosen is the correct match for the file that you are uploading. Acceptable file types include .DOC, .DOCX, .XLS, .XLSX, .JPG, .TXT, .TIF, .PDF DO NOT include... compressed files and folders (ZIP files) or Password protected files.

Upload
The maximum size for all attachments combined is 25 MB. Please note that files with certain extensions (such as "exe", "com", "vbs", or "bat") cannot be uploaded.

| 1. IRS Determination Letter |
| 2. IRS Form 990 (No earlier than 2015) |
| 3. Organization Operating Budget |
| 4. Board Member List |
| 5. Audited Financial Statements (No earlier than 2015) |
| 6. Management Letter (Internal Controls) |
| 7. Program / Project Budget |

File Name: Browse... Upload

Save & Finish Later  Review & Submit