

Page 15, Inc.

Project Title: Page 15 General Program Support 2024-25

Grant Number: 25.c.ps.110.330

Date Submitted: Tuesday, June 20, 2023

Request Amount: \$69,123.00

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: **General Program Support Grant Guidelines**

Application Type

Proposal Type: Discipline-Based


Funding Category: Level 2

Discipline: Literature

Proposal Title: Page 15 General Program Support 2024-25

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. Organization Name: Page 15, Inc. 
- b. DBA: Page 15, Inc.
- c. FEID: 26-2534274
- d. Phone number: 407.422.8755
- e. Principal Address: 800 Grand St. Orlando, 32805
- f. Mailing Address: P.O. Box 533709 Orlando, 32853-3709
- g. Website: www.page15.org
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County: Orange
- k. UEI: C1CSCNNB4MB7
- l. Fiscal Year End Date: 12/31

1. Grant Contact *

First Name

Julia

Last Name

Young

Phone 407.963.5350**Email** julia@page15.org

2. Additional Contact *

First Name

Julia

Last Name

Young

Phone 407.963.5350**Email** julia@page15.org

3. Authorized Official *

First Name

Julia

Last Name

Young

Phone 407.963.5350

Email julia@page15.org

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

None of the above

4.3. Applicant Discipline

Literature (includes playwriting)

C. Eligibility Page 3 of 12

1. What is the legal status of your organization?

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

2. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

- Yes (required for eligibility)
- No

3. Project start date: 7/1/2024 - Project End Date: 6/30/2025 *

- Yes (required for eligibility)
- No

4. How many years of completed programming does your organization have?

- Less than 1 year (not eligible)
- 1-2 years (required for eligibility for GPS and SCP)
- 3 or more years (required minimum to request more than \$50,000 in GPS)

D. Quality of Offerings Page 4 of 12

1. Applicant Mission Statement - (500 characters) *

Page 15's mission is to empower children of all abilities to discover their own voice, explore its power and potential, advance critical literacy skills, and write their own future.

2. Programming Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

Funding would support Page 15's language arts and empowerment programs which include Daily After-School Literacy Enrichment, Student Publishing Opportunities, Innovative Literacy Camps and Workshops, and Community Collaborations. Page 15 offers students of all abilities the opportunity to express their creativity through journaling, poetry, and other creative writing projects in a supportive, non-judgemental environment.

It is well documented that children who experience the devastating burdens of poverty, trauma, discrimination, and/or learning disabilities are statistically less likely to move beyond their circumstances and develop adequate literacy skills. Using creative writing as the medium of self-expression, Page 15 enables at-risk youth to harness the power and potential of their own voice so they may grow to become strong voices in their communities, leading to a healthier and more equitable future for everyone.

2.1. Programming Goals (2000 characters)

Please list at least three goals associated with the project or program for which you are requesting funding.

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

The following principal goals are what guide our organization and our programming:

1. TO ADVANCE LITERACY

As with learning to play an instrument or play a sport, frequent and sustained writing practice over time builds literacy fluency, improves overall writing and reading proficiency, deepens thinking about content, and desensitizes students to the fear of the blank page.

2. TO GROW CONFIDENCE

Developing confidence and command in both written and oral expression through performance and publication of their work validates each student's existence as a unique individual with a unique voice and leads to self-confidence and success.

3. TO BUILD EMPATHY & CONNECT WITH COMMUNITY

“Listening with care” to peers’ personal stories in a supportive peer-writing community builds connection, empathy and life-affirming relationships while also developing the motivation to advocate for others and lead cultural, political, and academic discourse, contributing to a safe and healthy community.

4. TO FOSTER LITERARY COMMUNITY IN CENTRAL FLORIDA

Opportunities for youth to explore different authors and genres, connect directly with published authors, editors, and publishers, and to see their written work in print contributes to building a literary community in Central Florida.

2.2. Programming Objectives (2000 characters)

Please list the three corresponding objectives for the goals listed above.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Sample Objective: At least 300 residents and visitors will view local art and be invited to a “meet the artist reception”

1. YOUTH WILL ADVANCE LITERACY (measured on monthly literacy rubric)

- a. On a scale of “deficient” to “proficient,” an estimated 75% of frequent attendees (visiting 3 times or more in a month) will score “developing” or “proficient” in writing variation, demonstrating age-appropriate usage of varying forms, genres, and styles.
- b. On a scale of “deficient” to “proficient,” an estimated 75% of frequent attendees will score “developing” or “proficient” in fluency, demonstrating age-appropriate thinking about content beyond the surface level and an ability to communicate information clearly, cohesively, and effectively.
- c. On a scale of “deficient” to “proficient,” an estimated 75% of frequent attendees will score “developing” or “proficient” in command, demonstrating an age-appropriate understanding of mechanics, usage and grammar.

2. YOUTH WILL GROW CONFIDENCE (measured on monthly survey)

- a. 75% of all attendees will report feeling “sometimes” or “mostly” confident in themselves from beginning to end of the program.
- b. 75% of all attendees will report feeling “sometimes” or “mostly” confident in writing from beginning to end of the program.
- c. 75% of all attendees will report feeling “sometimes” or “mostly” confident sharing their ideas, opinions & creativity in front of others from beginning to end of the program.

3. YOUTH WILL BUILD EMPATHY & CONNECT WITH COMMUNITY (measured on monthly literacy rubric):

- a. 75% of all attendees will report feeling “sometimes” or “mostly” connected to their peers.
- b. 75% of all attendees will report feeling “sometimes” or “mostly” supportive of peers’ rights to share personal stories and experiences that are different from their own.
- c. 75% of all attendees will report “sometimes” or “mostly” feeling a stronger sense of understanding and empathy with others after listening to peers’ stories.

4. FOSTER LITERARY COMMUNITY IN CENTRAL FLORIDA (tracked on annual calendar of events):

- a. Page 15 will host at least 5 published authors throughout the year.
- b. Page 15 will print and publish at least 175 students’ stories throughout the year.
- c. Page 15 will host at least 5 unique program series throughout the year.

2.3. Programming Activities (2000 characters)

Please list the project or program activities.

Activities: These are the specific activities that achieve the objectives.

Sample Activities: Work with local arts and tourism organizations to promote art shows.

Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

DAILY AFTER-SCHOOL LITERACY ENRICHMENT (August 2024-May 2025)

Page 15’s daily after school program, Young Writers Society, provides free, specialized literacy coaching and enrichment to students in 3rd-8th grade. During the school year, students of all skill levels can find the freedom to express their creativity through storytelling, poetry, journaling, and creative writing each week.

STUDENT PUBLISHING OPPORTUNITIES (January-May 2025)

In partnership with Central Florida high schools, Page 15 presents students with the opportunity to be published in a printed collection of poems, essays and short stories. More than 190 students from 20+ high schools submit their open and honest writing responses to a new challenging prompt each year. Fifteen selected finalists participate in a series of editing workshops, and each selected piece of writing is paired with a custom illustration from a local artist. The final book is celebrated at a community book release party.

INNOVATIVE LITERACY CAMPS AND WORKSHOPS (July 2024, June 2025)

The annual Young Writers Summer Camp gives young authors in 3rd - 12th grades the opportunity to write, illustrate, and publish their own book with the help from local authors, editors and illustrators. Spanning over the course of the summer, each week-long camp hosted over seven weeks encourages writers to explore their creative voices and write their very own stories with help from professional authors, editors and illustrators.

COMMUNITY COLLABORATIONS (July 2024-June 2025)

Page 15 regularly brings its programs and events to communities across Central Florida, from in-school programs at Orange County Public Schools to a “Sidewalk Stories” sustainability event at Central Florida Earth Day (April), plus a variety of creative arts

collaborations with the Foundation for Foster Children, City Year Orlando, Orlando Rep Theater, and the Orange County Library System.

2.4. Partnerships & Collaborations (2000 characters)

Describe any partnerships and/or collaborations with organizations directly related to General Programming (GPS) or the Specific Cultural Project (SCP). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

Orange County Public Schools (OCPS): As a trusted Partner in Education with OCPS to offer specialized literacy programming, many teachers identify students for the Page 15 program and encourage participation in after-school, in-school, and summer programs. Additionally, Page 15 maintains a consistent presence at the Ace Center for Excellence (ACE) K-8 School in the Parramore neighborhood, where Page 15 has operated since 2008.

University of Central Florida (UCF): For the past five years, Page 15 has partnered with the UCF's College of Writing and Rhetoric's "Writing for Social Change" class to offer a robust internship program. UCF's Writing for Social Change syllabus includes a comprehensive study on at-risk students living in underrepresented communities. Students from the class begin their internships with an informational tour of the Parramore community. During this tour, Page 15 invites community partners to share their insights and knowledge of the community with students. UCF students spend each Fall semester working with Page 15 participants as "Writing Coaches". Many of these UCF students continue to intern for the program voluntarily during the Spring semester and beyond.

Parramore Neighborhood Partners: Page 15 also has close partnerships with the Parramore Kidz Zone (PKZ), Children's Home Society of Florida and Boys & Girls Clubs of Central Florida, who all operate within Parramore. Page 15 has a formal agreement with the City of Orlando's Parramore Kidz Zone to provide services to its community's children. Page 15 receives free program space in the City's Downtown Recreation Complex and Grand Avenue Neighborhood Center.

3. Project/Program Evaluation (2000 characters)

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

Page 15's proven history of success has been achieved through tracking impact using evidence-based metrics including:

- 1. Monitoring students' writing development through monthly journal evaluation.** Students demonstrating age-appropriate development in the areas of variation, fluency, and command indicate overall writing proficiency. Variation includes usage of varying forms of genres and styles; fluency includes an ability to communicate clearly and cohesively; command includes appropriate mechanics, usage and grammar.

- 2. Tracking students' daily attendance. Frequent attendance shows interest in the program. A sudden drop-off in attendance gives staff an opportunity to check-in with the student to determine if there are other outlying factors or situations that must be addressed by school personnel or parents/guardians.**

- 3. Surveying students' confidence in writing, public speaking and personal growth through monthly surveys. Surveys also include questions about students' confidence in writing at school vs. at Page 15, feelings of connections to classmates and friends, feelings about sharing personal writing with others, and whether or not writing helps relieve stress, calm down and reflect on feelings. These indicators give Page 15 staff insight into the motivation and willingness of students to write authentically and confidently, as well as feelings of connection to their peer writing community.**

E. Impact - Reach Page 5 of 12

For questions 1-6, do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Total number of individuals who will be engaged?

869

1. What is the estimated number of events related to this proposal?

20

2. What is the estimated number of opportunities for public participation for the events?

217

3. How many Adults will participate in the proposed events?

295

4. How many K-12 students will participate in the proposed events through their school?

242

5. How many individuals under the age of 18 will participate in the proposed events outside of their school?

320

6. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

6.1. Number of artists directly involved?

12

6.2. Number of Florida artists directly involved?

12

7. Proposed Beneficiaries of Project

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the “No Specific Group” options.

7.1. Race Ethnicity: (Choose all that apply) *

- Asian
- Black or African American
- Hispanic or Latino
- White

7.2. Age Ranges (Choose all that apply): *

- Children/Youth (0-17 years)
- Young Adults (18-24 years)

7.3. Underserved/Distinct Groups: *

- Individuals below the Poverty Line
- Youth at Risk

8. Describe the demographics of your service area. (2000 characters)*

Demographics are distinct characteristics of a population. Examples include but are not limited to: age, race, ethnicity, religion, gender, income, family status, education, veteran, disability status, and employment.

Page 15 serves youth throughout Central Florida with its year-round programming; however, its primary focus is the historic neighborhood of Parramore in downtown Orlando. Founded in 1880, the historic African-American community is made up of mostly People of Color, with 91.5% of the population identifying as non-white. Parramore opened ACE, its first community K-8 school in 2017. Prior to that time students were bused to various schools, many located several miles away from their homes. In 2023, ACE reports its student demographics as 100% economically disadvantaged, 82% Black or African American, and 57% of students in grades 1-8 have a substantial reading deficiency.

In-school programs are currently offered at ACE K-8 and Evans High School, both Title 1 schools with over 60% poverty averages. In the 2022-2023 school year, Page 15 also expanded its programs to the Grand Avenue Neighborhood Center in the Holden Heights neighborhood, south of Parramore.

9. Additional impact/participation numbers information (optional) (1500 characters)

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

Adults participating in Page 15 programs include 175 parents attending the Young Writers Summer Camp book release events, 60 visitors to Page 15's Sidewalk Stories event in the spring, and another 60 parents attending the high school anthology book release event.

10. In what counties will the project/program actually take place? (Select a minimum of one) *

Orange

11. What counties does your organization serve? (Select a minimum of one)*

Orange

Osceola

Seminole

12. Describe your virtual programming. Only for applicants with virtual programming. (2500 characters)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

n/a

13. Proposal Impact (3500 characters)

How is your organization benefitting your community .What is the economic impact of your organization?

Organizations: Include education and outreach activities.

Solo or Individual Artists: Include any positive social elements and community engagement anticipated from the project.

All program activities at Page 15 are education and/or outreach-based, shining a light on the power of words to empower students of ALL abilities and ALL backgrounds. Page 15 benefits the community by creating multiple levels of impact in the following ways:

ECONOMIC IMPACT

The cost of Illiteracy in the United States is estimated to be over 300 billion dollars, according to a report written by the World Literacy Foundation.

For those with low literacy, it is often a struggle to obtain jobs that pay above a living wage. Furthermore, once they are in these jobs, it is difficult to be promoted or get a pay raise, vastly limiting their job mobility. This means that these employees will have more difficulties supporting their families and are more likely to depend on supplemental means of doing so such as welfare or food stamps.

The impact of the lack of literacy skills are evident in Orlando in the neighborhood of Parramore. This historic area statistically reports Orlando's third lowest in median household income and 62% of the population reports making less than \$25K annually.

Page 15 strives to make a significant impact on the lives of students in this area affected by generational poverty by giving them the opportunities and tools necessary to become meaningful voices in their community.

COMMUNITY IMPACT

Page 15's philosophy is rooted in the understanding that creating a positive, culturally informed space for children to write and discover their authentic voice is essential in a community as diverse as Orlando, and more specifically Parramore where the majority of activities are hosted.

In fall 2023, Page 15 will install its "Poetree" and Community Mural Project, a word-powered sculpture and mural within Page 15's writing room at the Grand Avenue Neighborhood Center in Parramore. The current site of the proposed project was once an elementary school built in 1926 for white children only. Until the desegregation of public schools began in the late '50s and early '60s, Parramore's children of color were not allowed to attend Grand Avenue. Branching from the crown of the tree will be "leaves" featuring poetry written by Parramore children attending Page 15's after-school writing programs. A painted mural behind the sculpture will invite the "Young Voices of Paramore" to contribute to the tree's growth, giving life to the community's most underrepresented voices. This project will be a visual embodiment of the community's authentic voice for years to come, bringing together a new generation to memorialize Grand Avenue and Parramore's significance in the broader Orlando community.

EMOTIONAL IMPACT

According to findings published in **Child and Adolescent Psychiatry and Mental Health in 2021**, the pandemic has led to increased depression, anxiety, and social risks among school-aged children of color. These findings represent a critical call to action to mitigate the psychosocial effects of the pandemic on racial and ethnic minority children and communities.

A study from **The Journal of Clinical Child & Adolescent Psychology** also suggests that writing is an effective way to help students cope with stressors they are experiencing. “Thus, writing may be an effective way to help youth, and aggressive victims in particular, process emotions related to victimization experiences and gain more control over their emotions and thus reduce their aggression toward their peers.”

14. Marketing and Promotion

14.1. How are your marketing and promoting your organizations offerings? *

- Brochures
- Collaborations
- Direct Mail
- Email Marketing
- Organic Social Media
- Paid Social Media

14.2. What steps are you taking in order to build your audience and expand your reach? (3500 characters)

How are you marketing and promoting your organizations offerings?

New website. In the fall of 2023, Page 15 will be investing in a new website with new and engaging photograph and video content of the current programs, a student writing gallery, and proper website tags which will provide the ability to track real-time analytics on the site.

Investment in new outreach staff. The organization recently hired a full-time Storytelling & Publishing Coordinator who is responsible for promoting Page 15’s work to a greater audience through the publication of work in print, online and through social media. Since implementing a consistent social media strategy in 2023, including more short-form video content, Page 15’s social media audience has grown 20% from March to June 2023. Additionally, Page 15 hired an additional Lead Writing Coach who will work directly inside the community schools to recruit new youth to the programs.

Pop-up Poetry event. In May 2023, Page 15 hosted its second annual community luncheon and pop-up poetry event in the Parramore community. This community awareness event was hosted by the City of Orlando Poet Laureate Shawn Welcome and featured Page 15 young authors along with the City of Orlando’s First Lady, Susie Dyer. Page 15 plans to continue to host this engaging community event annually to promote its work and reach new audiences.

Renaming organization. In May 2022, Urban Think Foundation board members unanimously voted to rename the organization from “Urban Think Foundation” to “Page 15”. While the organization will continue to communicate the legacy of the Urban Think Foundation, the

Central Florida community is mostly familiar with the name “Page 15,” generating confusion with donors and stakeholders. The organization’s new name is reflected in the 2022 tax return.

F. Impact - Access for All Page 6 of 12

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. In addition to your facility, what specific step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community? (3500 characters)

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

Page 15 and its programs do not discriminate against any type of person when it comes to publishing or admittance to events.

In 2022, Page 15 began offering its after-school programs at the Grand Avenue Neighborhood Center, a newly renovated and fully-accessible building in the low-income neighborhood of Holden Heights. This historic building has been beautifully restored and features a performance auditorium and a recording studio that will be available for Page 15 students.

All Page 15 programs are committed to serving a culturally diverse community with programming that targets a range of underserved populations as well as students of ALL abilities including learning and physical disabilities.

2. Policies and Procedures

Yes

No

3. Staff Person for Accessibility Compliance

Yes

No

3.1. If yes, what is the name of the staff person responsible for accessibility compliance?

Julia Young, Executive Director

4. Section 504 Self Evaluation

- Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.
- Yes, the applicant completed the Abbreviated Accessibility Checklist.
- No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

4.1. If yes, when was the evaluation completed? 5/1/2022

5. What efforts has your organization made to provide programming for all? (2000 characters)

Page 15 abides by a set of Core Values to guide the organization for all internal and external relationships. Included in the values is the commitment to actively build and maintain an environment where everyone of any race, ethnicity, class, age, religion, sexual orientation, gender identity, accessibility needs, or country of origin feel welcomed and seen; and striving to be visible and present in the larger community, developing strong connections and supporting advocacy led by our communities.

Many students served by the programs have been identified as having a variety of learning and emotional disabilities including dyslexia, dysgraphia, autism, general anxiety disorders, and ADHD. All program permission forms include a section for parents to outline any accessibility needs that students may have and all staff members are briefed before and after programming to ensure the programs are meeting the needs of all students.

Page 15 is an organization that provides FREE supplemental reading and writing education to Orlando's youth, with special emphasis on the city's most economically, culturally, and academically challenged neighborhood, Parramore. All programs in Parramore are free of charge, resulting in an average of 70% of overall Page 15 participants not paying a fee. Additionally, 16% of summer camp participants are offered scholarships annually.

G. Management and Operating Budget Page 7 of 12

1. Organization History (2000 characters)

Briefly describe your organization's history including founding dates and significant changes in management, location, mission, etc. Also, include major accomplishments and program growth, adaptation to external factors and significant relationships and partnerships.

Founded in 2008, the Urban Think Foundation is the legacy of the Urban Think! Bookstore, which served admirably as downtown Orlando's only local and independent bookstore from 2001 to 2010. For 10 years, the Urban Think Foundation served as an umbrella organization to two programs: Page 15 & Burrow Press, an independent literacy press publishing award-winning poetry and prose, in-print and online. In 2020, the Urban Think Foundation successfully transitioned Burrow Press to Stetson University in Deland, FL where it is now the literary publisher of the University's MFA of the Americas program.

In May 2022, Urban Think Foundation board members unanimously voted to rename the organization from "Urban Think Foundation" to "Page 15". Page 15 has continued to grow and expand under its founding leadership to serve hundreds of children each year since its inception. Over the last 15 years, the Page 15 program has been awarded the Bob Allen Outstanding Community Service Award through Disney, has been featured in Oprah's "O" Magazine, and has developed strong local partnerships with Dr. Phillips Center for the Performing Arts, University of Central Florida, and Parramore Kidz Zone (a program aimed to reduce juvenile crime, teen pregnancy, and school drop-out rate in Orlando's highest crime and highest poverty neighborhood). The program has received support from Disney, the Orlando Magic Youth Fund, United Arts of Central Florida and many other large organizations committed to supporting young voices in Central Florida.

2. Fiscal Condition and Sustainability (2000 characters)

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

Page 15 has a long history of successfully raising funds to support its community arts programming. Over the last 5 years the organization has prioritized diversifying its revenue streams and now sees support through seven different streams including individual donors, event sponsorships, workshops fees and grants.

In 2020, the organization divested itself of its literary publishing program, Burrow Press, securing a successful transfer of this valuable community program to Stetson University. This move alleviated the financial strain that the program had on the health of the organization as well as allowed the board and staff to direct its full attention onto the success of the Page 15 program.

Since implementing this strategic decision, the organization has built its first sustainable reserve of funds using unrestricted revenues from summer camp tuition and event sponsorships that will help support much of the annual operations expenses. This reserve will alleviate the possibility that any one grant will overwhelmingly support the continuation of youth programming.

Additionally, part of the 2022-2024 strategic plan includes strategies to increase funding through an investment in individual donors, as well as the expansion of the organization's successful fall fundraiser, Orlando Mixtape.

3. Completed Fiscal Year End Date (m/d/yyyy) * 12/31/2022

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$17,780	\$64,990	\$68,240
2. Personnel: Programmatic	\$195,668	\$275,208	\$314,376
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$31,280	\$10,700	\$10,700
5. Outside Fees and Services: Other	\$17,851	\$21,100	\$13,900
6. Space Rental, Rent or Mortgage			
7. Travel	\$369	\$2,120	\$3,000
8. Marketing	\$4,278	\$22,275	\$6,000
9. Remaining Operating Expenses	\$62,116	\$71,931	\$104,612
A. Total Cash Expenses	\$329,342	\$468,324	\$520,828
B. In-kind Contributions	\$42,637	\$40,000	\$45,000
C. Total Operating Expenses	\$371,979	\$508,324	\$565,828

Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions			
11. Revenue: Contracted Services	\$36,105	\$38,500	\$38,500
12. Revenue: Other	\$1,417		
13. Private Support: Corporate	\$42,755	\$60,000	\$65,000
14. Private Support: Foundation	\$124,300	\$275,144	\$212,000
15. Private Support: Other	\$126,629	\$91,332	\$100,610
16. Government Support: Federal			
17. Government Support: State/Regional	\$34,480	\$48,958	\$63,718
18. Government Support: Local/County	\$52,500	\$55,000	\$41,000
19. Applicant Cash			
D. Total Cash Income	\$418,186	\$568,934	\$520,828
B. In-kind Contributions	\$42,637	\$40,000	\$45,000
E. Total Operating Income	\$460,823	\$608,934	\$565,828

5. Additional Operating Budget Information (1000 characters)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

- Surplus in 2022 reflects the first investment in the organization's reserves, outlined in the 2022-2023 strategic plan to build a 6-month reserve of approximately \$285,000 by 2024.
- Surplus in 2023: reflects a \$100,610 investment in the organization's reserves. The \$100,610 reserves is made up of 3 one-time unrestricted gifts totalling \$131,000, less the investment cost of a new CRM system and a new website.

- **Marketing: Larger marketing budget in 2023 reflects investment in new website and branding investment to reflect the organization's new name: Page 15, Inc.**
- **Personnel: Program - Larger in 2023 and 2024 a result of hiring a FT development director (not yet replaced after Covid-19) and 2 new, full-time program staff.**
- **Outside Fees and Services: Other is high in the current fiscal year because of a new one-time mural project at Grand Ave.**
- **Outside Fees and Services: Programmatic was high in the last fiscal year due to external.**
- **Projected State/Regional income combines partial state grant funding since the FY is split during the project periods.**

6. Paid Staff

- Organization has no paid management staff.
- Organization has at least one part-time paid management staff member (but no full-time)
- Organization has one full-time paid management staff member
- Organization has more than one full-time paid management staff member

7. Hours *

- Organization is open full-time
- Organization is open part-time

8. Does your organization have a strategic or long range plan?

- Yes
- No

H. Management and Proposal Budget Page 8 of 12

1. Rural Economic Development Initiative (REDI) and Underserved Waiver

Yes

No

2. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at dos.myflorida.com/cultural/grants/grant-programs.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (these are earned or contributed funds supplied by your organization)
- c. In-kind (the value of donated goods and services)

Save each individual line within the budget.

To update budget totals, save each page.

Do not include any non-allowable expenses in the proposal budget. (See: non-allowable expenses).

For General Program Support the Proposal Budget should match the operating budget minus any non-allowable expenses (see non-allowable expenses).

For Specific Cultural Projects the Proposal Budget expenses must equal the Proposal Budget income.

2.1. Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Donor Relations Coordinator	\$0	\$12,600	\$0	\$12,600
2	Director of Philanthropy	\$21,600	\$23,200	\$0	\$44,800
3	Executive Director	\$0	\$7,200	\$0	\$7,200
Totals:		\$21,600	\$43,000	\$0	\$64,600

2.2. Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Executive Director	\$11,522	\$53,278	\$0	\$64,800
2	Programs Director	\$18,721	\$49,279	\$0	\$68,000
3	Donor Relations Coordinator	\$0	\$29,400	\$0	\$29,400
4	Programs Manager	\$17,280	\$24,720	\$0	\$42,000
5	FT Lead Writing Coach #1	\$0	\$38,000	\$0	\$38,000
6	FT Lead Writing Coach #2	\$0	\$38,000	\$0	\$38,000
7	Program Coordinator	\$0	\$36,000	\$0	\$36,000
8	Director of Philanthropy	\$0	\$19,200	\$0	\$19,200
Totals:		\$47,523	\$287,877	\$0	\$335,400

2.3. Personnel: Technical/Production *

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Teaching internships	\$0	\$9,600	\$0	\$9,600
2	Book designers / graphic designers	\$0	\$2,050	\$0	\$2,050
Totals:		\$0	\$11,650	\$0	\$11,650

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Accounting, audit, 990	\$0	\$13,900	\$0	\$13,900
2	Grantwriter	\$0	\$7,200	\$0	\$7,200
Totals:		\$0	\$21,100	\$0	\$21,100

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Program space (3 locations)	\$0	\$29,655	\$29,655
2	Office space	\$0	\$18,000	\$18,000
Totals:		\$0	\$47,655	\$47,655

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Travel	\$3,120	\$0	\$3,120
Totals:		\$3,120	\$0	\$3,120

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	General marketing expenses	\$0	\$6,000	\$0	\$6,000
Totals:		\$0	\$6,000	\$0	\$6,000

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Program supplies	\$0	\$19,300	\$0	\$19,300
2	Volunteer expenses incl. background checks	\$0	\$2,000	\$0	\$2,000
3	Insurance	\$0	\$1,990	\$0	\$1,990
4	Communications, office, utilities	\$0	\$3,600	\$0	\$3,600
5	Fundraising expenses	\$0	\$11,200	\$0	\$11,200
6	Remaining expenses	\$0	\$10,000	\$0	\$10,000
Totals:		\$0	\$80,090	\$0	\$80,090

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
7	Payroll tax	\$0	\$32,000	\$0	\$32,000
Totals:		\$0	\$80,090	\$0	\$80,090

2.10. Amount of Grant Funding Requested:

\$69,123

2.11. Cash Match:

\$452,837

2.12. In-Kind Match:

\$47,655

2.13. Match Amount:

\$500,492

2.14. Total Project Cost:

\$569,615

3. Proposal Budget Income:

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

3.1. Revenue: Admissions *

#	Description	Cash Match	Total
1	Paid program revenue (summer camps)	\$47,850	\$47,850
Totals:		\$0	\$47,850

3.2. Revenue: Contracted Services *

3.3. Revenue: Other *

3.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	Corporate sponsorshps	\$68,000	\$68,000
2	Corporate Donations	\$2,000	\$2,000
Totals:		\$0	\$70,000

3.5. Private Support: Foundation *

#	Description	Cash Match	Total
1	Foundation Grants	\$215,000	\$215,000
Totals:		\$0	\$215,000

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	Individual donations: campaigns	\$49,687	\$49,687
2	Fundraising event donations	\$22,300	\$22,300
Totals:		\$0	\$71,987

3.7. Government Support: Federal ***3.8. Government Support: Regional *****3.9. Government Support: Local/County ***

#	Description	Cash Match	Total
1	City of Orlando funding (2 grants)	\$48,000	\$48,000
Totals:		\$0	\$48,000

3.10. Applicant Cash ***3.11. Total Project Income:****\$569,615****3.12. Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$69,123	\$69,123	12%
B.	Cash Match	\$452,837	\$452,837	79%
	Total Cash	\$521,960	\$521,960	91%
C.	In-Kind	\$47,655	\$47,655	8%
	Total Proposal Budget	\$569,615	\$569,615	99%

4. Additional Proposal Budget Information (optional) (1000 characters)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

A percentage of salaries for both the Executive Director and the Director of Philanthropy are split across Administration, Programming, and the Fundraising budget expenses.

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DAC credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg, .gif, .png, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

1. Required Attachment List

Please upload your required attachments in the spaces provided.

1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
WFServlet.pdf	34 [KB]	6/7/2023 8:27:30 PM	View file

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
2022 Page 15 Tax Return (e-filed).pdf	432 [KB]	6/7/2023 8:28:01 PM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
2023 Support materials.pdf	Support Materials	Sample Newsletter, Annual Report, Program Team Bios, Photos, Letter of Support	10875 [KB]		View file

2.1.

J. Notification of International Travel Page 10 of 12

Notification of International Travel

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

1. Notification of International Travel

I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Division of Arts and Culture.

K. Single Audit Act Page 11 of 12

Single Audit Act

In accordance with 2 CFR 200, Subpart F - Audit Requirements; Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes; and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN 26-2534274 expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

1. Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with: 2 CFR 200, Subpart F - Audit Requirements; Section 215.197, Florida Statutes, Florida Single Audit Act; and the policies and procedures established by the Division of Arts and Culture.

L. Review & Submit Page 12 of 12

1. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.286, Florida Statutes and incorporated by reference into Rule 1T-1.036, Florida Administrative Code.

2. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Page 15, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third-degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

2.1. Signature (Enter first and last name)

Julia Young

