



City of San Marcos
HUMAN SERVICES FUNDING APPLICATION
Fiscal Year 2022

Name of Agency/Organization: United Way of Hays and Caldwell Counties & Start Smart Hays & Caldwell Coalition

Address: PO Box 1728

City, State & Zip: San Marcos, TX 78666

Contact Person: Michelle Harper Title: President/CEO

E-Mail Address: Michelle.harper@uwways.org Website: www.unitedwayhaysco.org

Phone: 5123531420 Fax: _____

Program Title: Born Learning

Amount of Funds Requested: \$25,000

Status: (check one) Existing Program Program Expansion New Program

Briefly describe the program proposed for funding and the services it provides:

The UWHCC *Born Learning* program is an innovative and unique early childhood education and literacy campaign aimed at providing parents of children ages 0-3 with parenting materials, educational activities, books and a resource guide to services. *Born Learning* materials and outcomes are research based and designed to help parents and other caregivers understand the importance of early learning experiences in children's developments and their role in using everyday moments to help boost children's early learning.

The goal of this program is to improve developmental promotion across Hays and Caldwell Counties through parent and caregiver support. **In order to streamline existing efforts around developmental promotion/monitoring, UWHCC proposes to bring them under the Start Smart Hays & Caldwell (SSHC) initiative with use of the Bright By Text platform.**

BBT supports healthy pregnancies, developmental milestones, early learning, social-emotional capacities, health & wellness, parenting, and connections to community resources for families from pregnancy through age 8. Bright by Text (BBT) aims to support children and caregivers by delivering bite-sized and developmentally targeted doses of Bright by Three's (BB3) research-based curriculum and curated content from resources such as Vroom and PBS, right to a caregiver's cell phone.

Bright by Text was reviewed via independent evaluation conducted by Marzano Research Laboratory. More than 1,000 caregivers across the country completed evaluative instruments that measure children's language development, caregiver-child interactions, the home literacy environment, and parent stress.

Compelling results from this study demonstrate that Bright by Text is filling an important support role for caregivers.

- 3-month language gain among low-income Bright by Text families compared to a control group
- 56% increase in awareness of local resources from a Bright by Text community message
- 97% of respondents are likely to recommend the program to a friend or family member

Across the United States, large numbers of young children are affected by one or more risk factors that have been linked to academic failure and poor health (Evans, 2004). Chief among them is family economic hardship, which is consistently associated with negative outcomes in school and health (Yeung, Linver, & Brooks-Gunn, 2002). As early as 24 months, children in low-income families have been found to show lags in cognitive and behavioral development compared to their peers in higher-income families (Halle et al., 2009). Other risk factors, such as living in a single parent family or low parent education levels, especially when combined with poverty, can markedly increase children's chances of adverse outcomes (Schlee, Mullis, & Shriner, 2008). Children affected by multiple risks—three or more risk factors—are the most likely to experience school failure and other negative outcomes (Pungello et al., 2010).

Promising parenting interventions such as home visitation provide one way for addressing inequities, however such programs are often limited by access and cost. Such interventions often seek to improve parenting behaviors through a small number of intensive one-on-one visits. Recently, alternative approaches using text messaging to provide the same information to parents, but in smaller increments over longer periods of time have been explored. Over 96 percent of American adults under the age of 50 have cell phones, 98 percent of cell phone owners can access texts, and text messages have a 95 percent open rate (Anderson, 2015; Ehrlich, 2013). Given that text messages are widely used, have a low cost, and are easily scalable, Bright by Three (BB3) has begun implementing Bright by Text (BBT). BBT delivers bite-sized and developmentally targeted doses of BB3's research-based curriculum right to a caregiver's cell phone. Each message contains a concept, resource, or activity, and it includes a link to a landing page with more detail, links to related resources, and examples or short modeling videos to demonstrate the behavior or activity. The two to four weekly text messages are targeted to the age of users' children, from 0 to 5.

If funded, UWHCC and SSHC will also be expanding the program to include the Ages and Stages

Questionnaire. The Ages & Stages Questionnaires®, Third Edition (ASQ®-3) is a developmental screening tool that identifies developmental progression in children from birth to age 6. The ASQ-3 is available in the ASQ® Online system for online questionnaire completion and seamless reporting capabilities. We will use this platform to follow up with parents who complete the questionnaire and are deemed to need further supports for their children.

Describe who will benefit from this program and how:

The primary beneficiaries of this program are parents and caregivers of children under the age of five. But, by helping these caregivers understand their role in their child's development and giving them the tools through the BL materials and Bright By Text platform, including the ASQ, their children will greatly benefit from this program as well. Finally, our schools and childcare facilities will benefit from this program as well as it will give them tools and strategies they can use to improve parent engagement.

If requested funds are to be used as matching funds, identify source and amount of primary grants:

Source: _____ Amount: _____

Source: _____ Amount: _____

Client Information Specific to This Program:

1) Describe the direct clients for this program.

Parents and caregivers of children under the age of 5

2) How is the program marketed to direct clients? How do you find these clients?

The program will be marketed through a variety of channels including: clients of Head Start and their home visiting program, caregivers utilizing services of Greater San Marcos Youth Council, caregivers living in San Marcos Public Housing, caregivers with children enrolled in public prek and pre-K-3 programs, clients of childcare facilities and parents who utilize Little Lambs Diaper Bank. UWHCC and SSHC will also work with physician offices to identify clients.

UWHCC and SSHC will create flyers and other marketing materials to enroll parents in the Bright By Text program and distribute Born Learning materials. When appropriate, UWHCC and SSHC will set up enrollment tables at community events and childcare facilities to enroll parents in the program.

3) Describe the indirect clients for this program, if any.

The indirect clients for this program are the children of the caregivers being targeted by the program. As parents become more familiar with their child's development and the role they play in that development, their interactions with their children will change, thereby increasing the knowledge and social / emotional skills of their children.

In addition, UWHCC and SSHC sees our schools as long-term in-direct clients of this program as it is our goal to increase the number of children ready for kindergarten on time.

4a) Expected total annual unduplicated direct clients for this program: 2500

4b) Expected annual unduplicated direct clients who are City of San Marcos residents: 1500

5) Does program participation depend upon income or any other determination of eligibility?

No: xx

Yes: _____ If Yes, please attach a copy of the eligibility guidelines.

(If a sliding scale is used attach a copy of the scale used.)

Submitted By:



Signature of Executive Director

September 1, 2021

Date

Michelle Harper

Printed Name of Executive Director

Approval:



Signature of Board President

September 2, 2021
Date

Angela Adams

Printed Name of Board President



HUMAN SERVICES FUNDING QUESTIONNAIRE FY 2022

The Board strongly requests that all answers be typed.
Responses should not exceed 75 words per question.

PLEASE COMPLETE ALL QUESTIONS.

1. What is the agency's or organization's mission?

To improve lives of Hays and Caldwell County citizens by mobilizing the caring power of the community in the areas of Education, Income and Health.

Together with community partners, UWHCC fights for the health, education and financial stability of every person in every community we serve.

By bringing together people and resources to address these issues, and by attacking their underlying causes, we hope to make lasting, fundamental change---for everyone.

2. Regarding the program for which funding is being requested, what evidence suggests this program is needed in San Marcos or nearby?

School readiness is one of the best population-level indicators of young children's well-being. The 2021 Community Assessment published by Community Action reports 78% of SMCISD kindergarteners are from low-income households and only 55% were kindergarten ready in 2019-2020. School readiness rates cannot be addressed solely by interventions focused on four-year-old children. Children birth to three need strong relationships with their families, access to health care, social-emotional development support, and high-quality early care and education programs.

3. What specific, measurable outcomes or results do you hope to achieve with this program?

UWHCC and SSHC hope to increase the number of parents/caregivers understanding their role in their child's development and utilizing provided tools/strategies through BL materials and BBT platform. Additionally, we hope to increase the awareness and utilization of support services available to families in Hays and Caldwell Counties through use of the BBT platform which allows us to send targeted messages to enrolled families.

4. How will you measure results throughout the year?

Data from the BBT platform; number of sign-ups and associated zip codes for families will be tracked to ensure as many families are benefiting from this initiative as possible. The number of families who successfully complete ASQs via the BBT platform and website traffic to the post-screening page will also be tracked. Additionally, pre- and post- surveys will be sent to families receiving the BL materials.

5. Please answer the following questions if funding is requested for staff:

- a. List the title of each position for which funding is requested, how many hours per week will be spent on this program vs other programs, and the activities associated with each position.**

United Way of Hays & Caldwell Counties Director of Community Impact – 10-15 hours per week, coordinating delivery of BL materials to partner programs including physician offices, coordinating data collection with Community Action early childhood programs staff, coordinating marketing

efforts with Community Action staff and direct marketing to families through social media and in-person interactions.

b. If staff funding requests can only be partially funded, how will you supplement the funding to cover the remainder needed? The remainder of the program position salary will be made up through donations to United Way.

c. Staff pay may only be funded for one year. What will you do to provide for this position next year?

UWHCC has a proven history of success in managing assets and resources. This position will be sustained in the future using grant money from public and private organizations as well as an allocation of money from our annual budget campaign. UWHC’s history of raising money to support critical community programs and our ability to modify our revenue stream show that we are fully capable of sustaining this program and position for the foreseeable future.

6. Funding Questions:

a. What has your organization done in the past two years to raise different funding for this program?

UWHCC has used dollars donated to us through employee-giving campaigns and other fundraising efforts to support our internal programs. In addition, UWHCC actively seeks grant funding for our internal programs.

b. What do you plan to do this year to find different funding for this program?

UWHCC will partner with our Start Smart Hays and Caldwell Counties co-founder, Community Action Inc, to seek grants and other revenue streams to support this program and coordinating programs that will make this one successful. For example, additional grant funds will be used to off-set costs not fully funded by UWHCC for this program.

7. What additional funding is your agency requesting for this program ?

Funding Source	Amount Requested	Amount Granted	Pending (Y/N)
HEB	\$10,000		Pending
Burdine Johnson Family Foundation	\$10,000		Pending
Private donors	\$5,000		pending
Coalition partners	\$10,000		pending

8. Describe any differences between the way you had proposed spending last year’s allocation and they way you actually spent it.

N/A

9. How many volunteers does your agency or organization have and how many hours do they spend on the program requesting funding?

UWHC currently has 12 board members and approximately 10 other volunteers. Due to Covid restrictions the past year, UWHCC has not utilized volunteers for our programs. We anticipate utilizing 1 or 2 volunteers a week next year preparing packets, facilitating delivery of materials to partner agencies, and sorting books for book distributions.

10. Board of Directors Questions:

a. How is the agency's or organization's Board of Directors selected?

The nominations committee of the Board of Directors creates a list of potential board members based on the existing board and what holes need to be filled in regards to gender, race, profession and community they are from. This allows UWHCC to have a diverse board to serve all Hays and Caldwell Counties. Once potential board members agree to serve, their names are brought up to the board for election.

b. How often do does the Board meet? At least quarterly with meeting being scheduled every other month during our campaign season.

c. What actions do Board members take to support the programs of the agency or organization?

UWHCC board members form a governing board. They set policies and procedures to govern the agency. In addition, board members assist with fundraising for the organization and when called upon volunteer their time with programs.