



Program:

Application #: 239991

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Application / Project Name:

Adult English as a Second Language - 239991

Application Party ID:

239859

Organization ID#:

19534

Please complete the fields below for your organization. If your program is sponsored by a fiscal agent, please complete the information for the sponsor organization.

Organization Legal Name:

Su Casa Family Ministries

WHEREtoGIVEmidSouth.org Profile URL:

<https://wheretogivemidSouth.org/guidestar.org/NonprofitProfile.aspx?OrgId=1146442>

Organization Address:

1302 North Graham Street, Memphis, TN 38122

Organization Phone Number:

(901) 320-9833

If your program is sponsored by a fiscal agent, please list the name of your program.

Grant Admin Name:

Scholes, Heather

Grant Admin Title:

Grant Admin

Grant Admin Email:

heather@sucasamemphis.org



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Grant Admin Phone:

9013209833

Total Project Budget:

\$69,450.00

Grant Amount Requested:

\$7,100.00

As stated in the application guidelines, an eligibility requirement for this application is a published, reviewed WHEREtoGIVEmidsouth.org profile for the applying organization. To meet eligibility: if the applying organization needs to submit a new WHEREtoGIVEmidsouth.org profile OR updates and edits to an existing profile, it must be submitted for review by January 24, 2019.

I understand this requirement.

Yes

As stated in the application guidelines, a representative from each organization chosen as a finalist must give a 3-5 minute presentation at the GiVE 365 Finals event on a weekday evening in early April. (Time and location to be announced soon.)

I understand this requirement.

Yes

Has your organization ever received a GiVE 365 grant?

Yes

Please provide a brief 2-3 sentence summary of your project for use in communications with GiVE 365 members and for The Finals event printed program, should your application be chosen. (The description may be edited by staff. A Finals event program example can be found on the GiVE 365 webpage.)

English as a Second Language classes at Su Casa are unlocking the economic potential of the largely undercounted, underserved, and often unseen Latino immigrant community of Memphis. Language



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and cultural barriers often trap the immigrant community in limited job opportunities and stunted career development, but through language access and relational capital, they are able to advance to better jobs, start small businesses, and better advocate for their families.

Please describe the project or program for which you are seeking funding and how it addresses the grant theme, Pathways to Success: programs that provide workforce training and career development.

Students come to Su Casa English classes largely to pursue career development, with about 73% of our students last year listing better job opportunities as a primary motivator for learning English. English is often the doorway to better job opportunities, and though our students possess a wide variety of skill sets, the vast majority of them are currently working warehouse, cleaning, or construction jobs. With a solid foundation in English, they are able to move into better paying jobs or start their own businesses. For the immigrant population, access to English acquisition opportunities is critical. Beyond the practical implications of language acquisition, students also report gaining a sense of community and belonging within the classroom. Because of the unique challenges that face the immigrant population, it is unfortunately all too easy for them to never achieve job security or long-term stability without this community connection piece.

GIVE 365 funding would specifically be used to renovate our current classrooms to be more functional, professional and communicate value to our students. Su Casa operates out of an old church building, of which we make the best use, but we have been holding classes with cracked tables, mismatched chairs and only recently received a donation allowing us to replace the old white boards that wouldn't properly erase. The space you work from often affects how you feel about your work and your value. We want our students to feel that they are a part of something significant, because they bring their own value to it. Furnishing and equipping high quality classrooms will increase the feeling of professionalism to reflect the high value of education already present. Students should walk into their classroom proud to be part of an excellent program that reflects their own worth. We want the aesthetic of the classroom to communicate to our students their own value and that they are valued by others in the community.

What is the target population(s) addressed by your program or project?

The often undercounted, underserved Hispanic/Latino adult immigrant population of Memphis and Shelby County.

How does your program specifically address the needs of this target population? Do you partner with any other organizations to further address these needs?

Our Adult English Classes run Tuesday and Thursday for 1.5 hours in either the morning or evening. This semester we have 18 classes each led by 1-2 volunteer teachers, including some graduates of our



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English program. Classes are conducted throughout our facility at 1302 N Graham St, and our average class size is 12-15. Attendance remains high, and our waitlist is about 100 people.

Our curriculum, Intercambio, is designed to get students talking with the guidance of trained volunteer teachers. Intercambio starts at a basic level of proficiency and advances to conversational fluency, all the while incorporating practical, everyday topics (i.e. going to the doctor, visiting the bank, etc.) to introduce grammar and spark conversations. Childcare is available from birth to 5th grade during classes, with volunteers offering lessons focused on literacy. We desire to see whole families set up for success all throughout their education.

Partners include volunteers from about 25 churches, as well as STREETS Ministries, who is our neighbor, the lessor of our facility, and operates a program for elementary students which complements our programs. Esperanza Iglesia Presbiteriana is also a key partner offering spiritual development and soccer leagues for children. Others include the University of Memphis Nursing Program, which does basic medical screenings, Collegiate School of Memphis and St. Mary's School which both complete volunteer hours with us.

During the grant period, approximately how many community members will be served by this project or program?

345

The grant period extends from May 2019 to April 2020. Please provide a timeline or important dates for the proposal within this date range.

May 14, 2019: Students present their End of Year Project in class

May 16, 2019: End of Year Graduation Celebration

Fall dates are contingent on the SCS calendar, but registration is typically held on the 2nd Tuesday of August (8/13/19) and the first day of class is usually the 4th Tuesday (8/27/19)

The Fall semester ends the 2nd week of December (12/10/19)

Spring registration is held the 2nd Tuesday of January (1/14/20) and classes start the 4th week (1/28/20)

Graduation will take place shortly after the grant period, in mid May 2020

Please detail the staff members and/or volunteers who will run this project or program during the grant period.

The Adult Education Director oversees the English as a Second Language Program, while also getting assistance from the Marketing Coordinator who oversees the Su Casa Kids childcare during classes. Additionally, more than 100 trained volunteers partner as teachers, assistant teachers, and childcare providers. This volunteer-led model is integral to our mission of connecting the Latino immigrant community with the broader Memphis community.



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How and when will you evaluate your program or project?

Academic success within our ESL Program is evaluated based on intake and exit exams, as well as weekly quizzes, midterms, and final projects. We also conduct pre/post semester self-evaluations for confidence level, and surveys to gauge community integration. Ultimately, the success for our ESL classes is weighed by the students reaching their personal goals, often of advancing in their careers and interacting more successfully with their children's schools and the broader community. Success is also shown by the lasting relationships formed between the broader Memphis community and the Latino immigrant community. At the end of May each year, we spend dedicated time pulling our data, evaluating our successes and areas of needed improvement, and creating a report for the board of directors and other entities as needed. Our previous year data pull is attached.

Define success for your project by the end of the grant period. What goals do you have to measure effects or outcomes for participants?

The primary goal of Su Casa's ESL Program is to empower immigrant families with adult ESL instruction for job advancement and community integration. Our objectives are:

- 80% of students successfully complete the full semester of programming
- 60% demonstrate on-level or better progress within Intercambio curriculum
- 60% Students Grow in Confidence Level
- 80% Semester Retention Rate

50% of volunteer teachers have consistent interaction with students outside class

By tracking this progress within the program, we demonstrate not only language acquisition but also steps toward comfort operating within the broader Memphis community. We also make note of individuals who are getting promotions at their job, taking on better jobs, starting their own businesses, or making other notable career moves.

Define long-term success for your project. What do you expect the long-term effects or outcomes to be for participants?

Learning English often unlocks the door to a wide variety of economic opportunities for immigrants. Examples of long-term program success include former students launching new small businesses and moving into healthy jobs that offer a living wage. Other examples include students being able to guide their children through the school system, and being comfortable speaking to doctors, lawyers, principals, and local government officials. Ultimately, success means coming out of the shadows and making the changes they would like to see in their own lives and in their broader community.

We have seen students graduate the program and return to become volunteer teachers themselves, wanting to pour back into the program what they have learned. Anecdotal evidence of this sort of long-term success includes one previous student, Wenmar, who came to the States from Venezuela where she was a dentist. As she improved her English at Su Casa, she was able to land a



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part-time job with a dentist. Even after she graduated the ESL program, she continued as a volunteer, and is now a certified dental assistant and thriving in her career. Another example, Yuridia has leveraged the network she developed through taking classes at Su Casa to build up several small businesses. Edras came to Memphis with little more than a strong work ethic. Through our English classes he has gained not just language proficiency, but also a partner and a thriving small construction business.

In order to keep GiVE 365 members informed of the grant's progress, grantees are required to provide brief updates that can be shared with members three times in the twelve-month grant period. Will you be able to provide updates on the project that can be shared with GiVE 365 members through some or all of the following methods: social media, photos/videos, site visits, etc.? Creativity is highly encouraged. Please explain how you plan to share about the project.

Su Casa is active on social media platforms (Facebook and Instagram) and has a blog, and recognizes funders and partners via these platforms. One way we would share project updates with GIVE 365 members would be incorporating the grant theme into the ESL Program end of year project prompt, and creating a compilation video to share on social media to thank GIVE 365 members. At the end of each Spring semester, students present an essay, artistic expression (painting, photography, etc), or video in response to a prompt, which could reflect the grant theme of workforce training and career development in their personal lives as a result of classes at Su Casa.

Please remember to provide a project budget by uploading it in the Application Uploads table once you have saved this form.

Full Name of Executive Director or Authorized Signer:

Benjamin Michael Phillips

Date:

2/8/2019

Su Casa Family Ministries

Give365 Grant Request		
Classroom Upgrades Budget		
Item	Quantity	Total Cost
Chairs	150	\$1,500
8' Tables	14	\$2,800
6' Tables	2	\$300
Office Conference Room	1	\$500
Program Director Computer	1	\$1,500
Additional room details (paint, photos, posters)	n/a	\$500
Total Estimated Cost		\$7,100

Su Casa has gotten by with an aging facility and donations from generous supporters for the entire history of the organization. However, our growth demands a clearer projection of the ongoing costs of operations. To that end, our current budget includes the cost of ongoing maintenance and upkeep. For this grant request, I've added a line item for this specific request to upgrade our classrooms for our adult English learners. All of the furniture in those rooms are aging and were donated. A core part of the mission of Su Casa is to connect, which includes recognizing the value any of us bring to any given transaction. As our students improve in English, we are measuring how their confidence improves. Having a high-quality, inspiring learning environment will go a long way to that end.

Give365 Grant Request

Adult Education Budget 2018-2019

Desc	Total					Color Key
Donations (projected)	\$25,000.00					Donation Income
Tuition	\$25,000.00					Program Income
Materials Sales (books, CDs, etc)	\$5,000.00					Salaries/Payroll
TOTAL INCOME	\$55,000.00					Program Expenses
						Admin/Office Expenses
Cost of books, materials sold	\$7,000.00					
Salaries	\$45,000.00					
Benefits	\$6,000.00					
Supplies, office or program	\$1,500.00	This is program maintenance cost... does not include requested furniture upgrades				
Furniture	\$1,000.00	This is program maintenance cost... does not include requested furniture upgrades				
Equipment rental	\$500.00					
Background checks	\$750.00					
Other meals and entertainment	\$600.00					
Office, classroom upgrades	\$7,100.00	This has been added for this request... not included in our intial *18-19 Budget				
TOTAL EXPENSES	\$69,450.00					