

## The White Family Foundation

### Grant Request-2022

Phyllis Wheatley Rise to Read Campaign, Inc.

January 23, 2022

<b>Date of grant proposal submission</b>	Sunday, January 23, 2022
<b>Are you an IRS compliant 501(c)3 public charity/ nonprofit?</b>	Yes
<b>Legal name of organization</b>	Phyllis Wheatley Rise to Read Campaign, Inc.
<b>DBA Name if Applicable</b>	Same as above
<b>Address</b>	980 Melrose Ave. S St. Petersburg, FL 33705
<b>Website</b>	<a href="http://PWRise2Read.org">http://PWRise2Read.org</a>
<b>Telephone</b>	727-798-5361
<b>Fax</b>	N/A
<b>Organization Director/ Title</b>	Maria L. Scruggs, CEO/Founder
<b>Contact Person/Title</b>	Maria L. Scruggs, CEO/Founder
<b>Contact Person's Telephone</b>	727-798-5361
<b>Contact Person's Email</b>	<a href="mailto:Pwrtrc2021@gmail.com">Pwrtrc2021@gmail.com</a>
<b>Grant Request Amount</b>	\$20,000.00

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**Please provide us with a brief description of your organization (no more than 500 words).**

The Phyllis Wheatley Rise to Read Campaign was realized as a result of the African American community asking the question: “What can we do to aid in closing the achievement gap between black and white children in St. Petersburg, FL?”

The response, after a two-day community conversation facilitated by Cornell University Professor Dr. Noliwe Rooks, was to ensure African-American children could read and that, as a community, we were addressing our children’s mental health needs. After a lengthy process, the Phyllis Wheatley Rise to Read Campaign (PWRTRC) was born.

PWRTRC is a literacy campaign that utilizes the planning model collective impact to coordinate the work of existing literacy partners and design culturally relevant literacy activities throughout the African-American community. Scholars who enroll in PWRTRC receive a literacy assessment, vision and hearing screenings and a mental health assessment. The results of these assessments are captured within individualized reading plans that link the scholars to the appropriate literacy partners within the community and to culturally relevant literacy activities.

The literacy success plans complement the literacy instruction that children receive at school. Family navigators are linked with the children and their families. Their primary role involves working with parents to assist them in helping their children with their reading at home. They also link the children to literacy partners who can best serve the child based on the results of their individualized literacy success plan.

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<b>Grant Purpose (one paragraph)</b>	The grant funding received from the White Foundation would be utilized to help fund administrative costs, support the family navigators and support the campaign's marketing and branding activities.
<b>Annual Project/Program Budget (if request is for a specific project)</b>	\$883,098.00
<b>Annual Organization Budget</b>	\$883,098.00