

The White Family Foundation

Grant Request-2022

Phyllis Wheatley Rise to Read Campaign, Inc.

January 23, 2022

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

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.

Grant Purpose (one paragraph)

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.

Annual Project/Program Budget (if request is for a specific project)

\$883,098.00

Annual Organization Budget

\$883,098.00