



CAWP Cares - COMMUNITY AWARENESS WITH a PURPOSE

785 W Wheatland Road Suite 304 Duncanville, TX 75116 | cawpcares@gmail.com | <https://www.cawpcares.com/>

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Project Title: School Supplies on Wheels

Grant Proposal

Executive Summary

CAWP Cares is a non-profit organization that focuses on providing a service to our people through Community Awareness With a Purpose (CAWP). We are a 501c3 non-profit organization driven by the belief that children are the future of our nation, and therefore, should access high-quality education and education resources so that they can gain appropriate skills and knowledge that will help them find employment as adults and live a good life as responsible citizens who contribute positively to the progress of this nation. We have 9 mandated programs that we coordinate as an organization that focuses on Caring for our kids, our homeless, and our community.

We have been running as a non-profit organization since 2019 and have established partnerships working with several schools and over 20 pre-k learning centers in Dallas Independent School District. Our location is at 785 W Wheatland Road Suite 304, Duncanville TX 75116, where we partner with schools and housing communities in south Dallas to provide school supplies throughout the year. Our mission is driven by the belief that children are the future of our nation, and therefore, should access high-quality education and education resources so that they can gain appropriate skills and knowledge that will help them find employment as adults and live a good life as responsible citizens who contribute positively to the progress of this nation. Our goal is to ensure that every child has access to education and education materials that will help them achieve their academic dreams. Through the “School Supplies On Wheels” project, we will provide more supplies weekly while at the same time making weekly deliveries directly to families in the Dallas/Fort Worth area.

We understand that there are several other organizations including for-profit organizations that are offering the same products to our targeted customers within the area. However, we will go the extra mile to ensure that our beneficiaries are always provided free school supplies and satisfied with our products. We will deliver the supplies to the schools around and offer first-class client service whenever delivering to a home.

Statement of Needs

Despite the popular rhetoric of equality in the US, the school experiences of African Americans and other minority students in the country continued to worsen and become unequal. The majority of Americans do not understand that the education system is one of the most unequal systems in the developed and industrialized world. Children from low-income areas in states such as Texas routinely receive dramatically different learning opportunities, and these opportunities are available to them depending on their social status. The wealthiest schools in the country spend 10 times more than the poorest schools. The situation is worse in the state of Texas because funding systems do not allocate enough resources to poor urban districts when compared to their suburban neighbors.

Numerous studies are indicating that within these districts, schools that have the highest concentrations of low-income and minority students continue to receive less instructional resources compared to others within the same districts. Systems that track the management of funding worsen the situation by segregating many minorities and low-income students within schools. When taken together, policies associated with school funding, allocation of resources, as well as tracking of funding implementation leave minority students with less and lower quality books, computers, curriculum materials, and laboratories. The schools also have a shortage of qualified and experienced teachers, as well as less access to high-quality curriculum materials. A lot of students in the area also lack access to IT infrastructure such as the Internet to enable them to access high-quality materials online.

The problem is that inequality is also facilitated by the concentration of minority students in high minority schools. Research indicates that almost 2/3 of minority students continue to attend segregated schools, whereas, in Blacks, enrollment is as high as 90%. Inequitable systems of distributing school finance industry disproportionate harm on students who are minorities and economically disadvantaged. Most of them are located in areas that have the lowest capability to finance public education. Minorities and economically disadvantaged children in Texas are located in property-poor urban districts that perform the worst in terms of education expenditures.

CAWP Cares is a nonprofit organization that works hard to solve this problem by distributing high-quality school supplies to schools located in low-income households within the state of Texas. Our small storage warehouse is located within Dallas and the location happens to be one with the second-highest number of

schools within the whole state. CAWP Cares hopes to act on this important issue by raising funds that will assist with the purchase of a van as well as providing materials like pencils and notebooks as they raise additional funds through donations. We will lease a larger warehouse that is big enough to fit the type of school supplies that we shall start supplying. We are planning to remain free of charge and continue the distribution of spiral notebooks, composition notebooks, loose-leaf paper, stationery materials, binders, notebooks, organizers, as well as other related items. These valuable supplies are necessary in order to ensure that students have access to educational resources like books, erasers, and pencils on a regular basis.

Company Goals

The organization's goals are:

- To ensure that every child has access to education and education materials that will help them achieve their academic dreams
- Through the “School Supplies On Wheels” project, we will provide more supplies weekly while at the same time making weekly deliveries directly to families in the Dallas Fort Worth area.
- To help our children access high-quality education
- To help our children gain appropriate skills and knowledge that will help them find employment as adults and live a good life as responsible citizens.

To achieve these goals CAWP needs to focus on the three key areas:

- Effective segmentation and targeting of children lacking basics and access to quality education.
- Successfully position us as a non-profit organization capable of giving our children the best in terms of education and education materials.
- Communicate the differentiation and quality of our offering through personal interaction, media, and regional marketing.

Objectives

- To provide free school supplies throughout disadvantaged communities
- To help families who don't have the means to help themselves to access quality education
- To be transparent, honest, fair, and accountable in all our dealings.

Vision & Mission

Our mission is to passionately serve the needs of our community by developing projects and services to strengthen and enhance the lives of others. To help our children access high-quality education and education

resources so that they can gain appropriate skills and knowledge that will help them find employment as adults and live a good life as responsible citizens who contribute positively to the progress of this nation

Our Vision is to ensure the children of our community have adequate and high-quality school supplies to be successful in school. To build a loving community of helpers and givers committed to meeting the needs of our children.

Our Initiatives

- Caring for our KIDS
- Caring for our HOMELESS
- Caring for our COMMUNITY

Our services/Target Market

We are committed to meeting the needs of our children by distributing high-quality school supplies to schools located in low-income households within the state of Texas. Located at 785 W Wheatland Road Suite 304, Duncanville TX 75116, our main cities of target are Dallas, Duncanville, Oak Cliff, and Desoto, Texas.

Management Team

ROBERT HOUSTON- President and Founder. He will work with an organizational structure that will give room members of the board and other team members to explore their creativity, give a sense of belonging, as well as grow through the corporate ladder of the organization.

JASON LeDEUX- Vice President

JENICE HOUSTON- Secretary

LATERRICA BLALOCK- Treasurer

Keys to Success

Our keys to success will be:

- High level of professionalism
- Improved efficiency
- Provision of education resources to our children

Publicity and Advertising Strategy

No doubt, to remain relevant in human services, you should be able to continue to create hype around your brand and that is exactly the publicity and advertising strategy that we will adopt.

Here are the platforms we intend to leverage to promote and advertise CWAP.

- Encourage families to help us use word of mouth (referrals)
- Advertise our service brand in housing magazines, national dailies, TV stations, and Radio station
- Promote our organization online via our official website
- Leverage the internet and social media platforms like; Instagram, Facebook, Twitter, et al to promote our brand.
- Install our billboards on strategic locations
- Distribute our fliers and handbills in target areas

Awareness Strategy

- A social marketing campaign will be developed to further enhance services and provide awareness and strategies to include a website, Instagram, Twitter, Facebook and LinkedIn. We will be leveraging these social media platforms for promotion and proper awareness.

Project Evaluation Plan

The overall purpose and intention of engaging in evaluation efforts is to demonstrate, incrementally, positive change (results) toward the organization's vision and project goals. The purpose of the evaluation is to systematically collect information regarding strategic objectives and initiatives while monitoring progress and reporting and communicating results to network members, partners, and stakeholders. As implementation begins, it is important to keep the vision at the forefront. The Evaluation Plan will help the initiative adjust to the continuously changing environment in which the project is being carried out. To systematically collect information regarding project initiatives and strategic objectives so that results are reported and communicated, processes for each must be developed. These processes are determined internally by organization leadership and staff and are documented within the Evaluation Plan. Four common data gathering collection, reporting, and communication processes include:

- **Tracking Spreadsheet:** A tool to physically track the data gathered for the identified measures related to both the strategic objectives from the strategic plan and the key initiatives from the work

plan. The data collected in the tracking spreadsheet is used to inform the Evaluation Results Scorecard.

- **Evaluation Results Scorecard:** A table, or spreadsheet, that includes the result of measures identified within the Plan to Measure Key Data section of the Evaluation Plan. The actual data is gathered from the tracking spreadsheet.
- **Dashboard for Key Measures:** A tool for communicating the status and progress of key project measures. The data for the dashboard will come from the Evaluation Results Scorecard.
- **Communication Plan:** A plan to intentionally and purposefully, share progress and impact with project members, partners, and stakeholders.

SWOT Analysis

Strengths

- The shared values of the project members with particular reference to teamwork, commitment, and perseverance.
- We are more than capable to deliver our services
- We have knowledge of the foundation practices.
- We are dedicated to helping people in need.
- The managing members of the project are energetic, knowledgeable, creative, and enthusiastic.

Weaknesses

- Lack of resources
- Lack of investments
- The huge cost of the project
- Lack of funding

Opportunities

- Access to funding programs such as grant
- To let the whole community, understand the importance of meeting the needs of the community collectively.
- Implement strategies that will improve independence/self-reliance.
- Engage with personal and social development to eliminate inadequacies.
- Opportunity for employment and a potential source of income
- Consistent yield
- Sustainable use of resources

Threats

- Lack of connection

Financial Summary

Upholding these intentions requires a good deal of financial support. CAWP Cares is seeking \$25,000 for this project so that we can purchase a van for transporting supplies, brand it, insure it against damage, and make modifications necessary for safety around children. We will purchase one that is fairly used, but in good condition and the exterior wrap and interior modification will be performed by our highly experienced professional. We are also seeking additional funding to pay for labor costs and material costs to ensure that the project is executed successfully.

The \$25,000 grant will be used judiciously for the purpose of the organization alone.

<u>S/N</u>	<u>Needs</u>	<u>Cost Price (\$)</u>
<u>1</u>	Storage Warehouse (1 year)	\$1,800
<u>2</u>	School supplies (1 year)	\$4,200
<u>3</u>	Purchase of Used Van	\$10,000
<u>4</u>	Interior Modification/ Labor	\$4,000
<u>5</u>	Exterior Modification/ Labor	\$5,000
<u>6</u>	Total	\$25,000