

FUNDING APPLICATION

GENERAL INFORMATION

Organization Information

Legal Name: Celebrate Dyslexia	Federal Tax ID#: 84-2654436	Are you a 501(3)(c) charity? Yes	
Address: 319 Santa Domingo	City: Helotes	State: TX	Zip Code: 78023
Website: celebratedyslexia.org	Fax: (210) 701-6049		

Head Of Organization

Name: Jasmin Dean	Title: Executive Director
E-Mail Address: jasmindean@celebratedyslexia.org	Phone: (210) 701-6049

Application Contact

Name: Jasmin Dean	Title: Executive Director	E-Mail Address: jasmindean@celebratedyslexia.org	Phone: (210) 701-6049
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Has the organization applied to the Gordon Hartman Family Foundation in the past and been declined?

No

Grant Amount Requested \$:	Total Project Budget \$:	Organization's Annual budget \$:
\$50,000	\$165,000	\$75,000

Mission Statement:

To foster a community that celebrates, educates and empowers those with Dyslexia.

PROJECT INFORMATION

Program / Project Title:

Celebrate Dyslexia Mission Fund

PROJECT TIMELINE

Start Date	End Date
01/01/2021	12/31/2021

Program / Project Description:

Celebrate dyslexia is actively engaged with education, community awareness, and medical solutions for the 1 in 5 with dyslexia in our community. It is widely researched that dyslexia is a specific learning disability that is neurobiological in origin and affects 1 in 5 (20%) of school aged students nationwide (Shaywitz et al., 1999). It is an unexpected difficulty with reading, writing and spelling. It does not discriminate between gender, class or creed and research shows that the early identification of dyslexia along with corresponding early intervention programs will have significant implications for their future academic and social-emotional success.

The problem in education we have discovered is that dyslexia is being under-identified in San Antonio at a disproportionate rate compared to the national average. Using 2018-2019 a cross section of school district's data from Texas Education Agency's (TEA) Public Education Information Education Management System (PEIMS), we found that San Antonio school districts fall significantly below the national average. We pulled from higher socio-economic schools and compared to lower socioeconomic schools. We compared large school districts with smaller school districts. We compared charter schools with traditional schools as well. The information we found was astounding. Of the 16 schools we reviewed, across the board schools reported that only 2-6% of their students were identified with dyslexia. To address the education solutions, Celebrate Dyslexia presents a dyslexia simulator that allows participants to experience dyslexia, and offer training for parents, teachers and medical staff personnel. To date, these presentations have included audiences of parents, teachers, school administrators, other non-profit leaders, museum personnel, and Geekdom web app developers.

In order to increase community awareness, the Celebrate Dyslexia mission fund will include funding for a collaborative, world premier play commissioned and produced by The Magik Theatre to be performed around the community. This play will follow the traveling exhibit Beautiful Minds: Dyslexia and the Creative Advantage as the second high profile project to focus on public awareness campaigns and community building. Print and digital learning guide materials will be developed and produced to support each campaign with insight from experts that help teachers, parents and caregivers identify youth with dyslexia. In addition, this fund will include overhead expenses regarding the continuation of the exhibit.

Medical solutions continue with efforts to add a diagnostic code (ICD-10) specific to the identification of dyslexia through the National Center for Health Statistics with the Centers for Disease Control and Prevention. There are several reasons why this is crucial. With accurate and early diagnosis, interventions are most effective for long term success in reading. Insurance companies will cover diagnosis and treatment. Continued conversations with medical personnel reveal the importance of including dyslexia education and continued awareness education for those that are already practicing medicine. With medical code advancements, families will be educated at their children's well child checkups so that more children will receive crucial early identifications and have more effective intervention. In addition, Celebrate Dyslexia is renting a cubicle in the Mulit-Assistance Center at Morgan's Wonderland, giving us presence in a high-profile medical facility.

Evaluation Plan:

By creating and building education programs in the community, such as dyslexia simulation presentations, Celebrate Dyslexia will measure success by the number of people that attend presentations and see the increased number of students receiving dyslexia services in Region 20, and number of schools that have Dyslexia Therapists and offerings on campus in Region 20. By developing a portfolio of vetted high-profile events, we will provide a venue for community conversations, developing collaborative partners, and engaging school districts and medical personnel in the process creating community awareness. We will measure effectiveness of each high-profile event with the number of people that visit each day of events and exhibits, number of media articles, as well as social media interactions. Long term medical change will be evaluated by the ultimate addition of the ICD 10 code specific to dyslexia, insurance companies covering diagnosis and therapies, and the number of physicians using dyslexia screeners at well child appointments.

Plans to sustain project beyond the term of this request:

Continued efforts to raise funds through grant writing and fundraising will largely contribute to the sustainability of Celebrate Dyslexia's programs. Celebrate Dyslexia is actively recruiting board members who will contribute financially and fundraise through their networks in addition to undergoing grant writing training as a part of their orientation process. As the high-profile events take place, a portion of the appropriate lease/rental costs will fund future celebratory projects. As the program grows, government grants will also supplement research costs.

Line item Budget:

Line Item Description	Total Project Funds Allocation	Gordon Hartman Funds Allocation
Collaboration on Magik Theatre Play	\$90,000	\$25,000
Exhibit to following destinations and support	\$35,000	\$0
MAC rental fee	\$3,000	\$3,000
Overhead expenses	\$22,000	\$12,000
Teacher scholarships and professional development	\$15,000	\$10,000
TOTAL:	\$165,000	\$50,000

BOARD OF DIRECTORS

LIST OF BOARD DIRECTORS

Name & Office Held	Corporate Affiliation
Dr. Kimberly Cornwell, president	Kim's Learning Solution
Dr. Kara Mowrey, secretary	Adjunct Professor with Alamo Community Colleges District
Dr. Katherine Tedesco-Evans, treasurer	Physician

Tricia Cantwell	Cantwell Mattress
Dalia Flores Contreras	City Education Partners