

# FUNDING APPLICATION

## GENERAL INFORMATION

### Organization Information

<b>Legal Name:</b> Low Vision Resource Center		<b>Federal Tax ID#:</b> 74-2930723		<b>Are you a 501(3)(c) charity?</b> Yes	
<b>Address:</b> 1250 NE Loop 410, Suite 630		<b>City:</b> San Antonio		<b>State:</b> Texas	
				<b>Zip Code:</b> 78209	
<b>Website:</b> www.owlradio.org			<b>Fax:</b> (210) 829-4223		

### Head Of Organization

<b>Name:</b> Lisa Miele		<b>Title:</b> Executive Director	
<b>E-Mail Address:</b> owlradiogroup@gmail.com		<b>Phone:</b> (210) 829-4223	

### Application Contact

<b>Name:</b> Lisa Miele	<b>Title:</b> Executive Director	<b>E-Mail Address:</b> owlradiogroup@gmail.com	<b>Phone:</b> (210) 829-4223
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**Has the organization applied to the Gordon Hartman Family Foundation in the past and been declined?**

Yes  
2019

Grant Amount Requested \$:	Total Project Budget \$:	Organization's Annual budget \$:
\$8,500	\$174,328	\$174,328

**Mission Statement:**

It is our mission to foster hope, offer help and promote independence for people with vision loss.

**PROJECT INFORMATION**

**Program / Project Title:**

Low Vision Resource Center & Owl Radio

**PROJECT TIMELINE**

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

**Program / Project Description:**

The requested funds would be used for general operating expenses of the Low Vision Resource Center. This includes all activities necessary to continue our mission of fostering hope, offering help and promoting independence for people with vision loss. Our mission is achieved through our two core programs, the Low Vision Club and Owl Radio. Club activities include monthly educational speakers for club and support group meetings, providing support and assistance to clients and hosting the annual Low Vision EXPO. Owl Radio activities include maintaining our 24/7 broadcast that brings the written word to those who cannot see. Lack of access to written information is a critical issue for the visually impaired. Our clients cannot read printed material and thus, do not have access to the same information as sighted individuals. Not having sight places the visually impaired at a significant disadvantage when learning about local activities, access to critical resources, maintaining mental, and physical health, preserving self-esteem and continuing independence.

In Bexar County alone, 2018 census data shows 76,051 people with a vision disability. The majority are senior citizens. Research indicates that losing one's eyesight, especially later in life, can have the greatest impact on day to day living, even more than conditions such as loss of limb, memory, hearing or speech. Adapting to sight loss can be devastating and places people in danger, especially senior citizens. Loss of independence, isolation, increased vulnerability and loneliness can occur. For those without family, human contact can become minimal, especially during this time of the pandemic.

As a result of having access to our programs, our clients will have a greater sense of community, increased knowledge of current events on a local, state and national level and experience decreased feelings of isolation. Through our monthly meetings and annual Low Vision EXPO, clients will gain increased health literacy and greater knowledge of where to access essential services that benefit senior citizens and the blind and visually impaired.

Our goals for this year include: Increase our listenership by a minimum of 200 new clients;

Maintain our 24/7 broadcast without interruption and produce high quality programming;

Add new resources to our podcast page; Maintain our Low Vision Support group meetings virtually; Recruit new board member; and continue serving our clients while making appropriate COVID related adjustments.

**Evaluation Plan:**

There are multiple systems in place to evaluate success. Given that many of the members of the Low Vision Club are also active listeners of Owl Radio, we are able to stay closely connected to the clients we serve. Having these personal connections helps both programs work closely together to ensure our programming is meaningful, up-to-date and relevant. It offers us consistent and on-going feedback. We measure our satisfaction rating by conducting annual surveys, promoting follow-up and utilizing on-going checks to maintain quality. In addition to the formal annual survey, we also perform monthly surveys, especially with our newest listeners. This helps us to create a connection within the first few months and serves us well in receiving up-to-date feedback. We measure our increase in listeners by tracking the number of radio applications we receive, tracking the number of phone apps downloaded and by using analytics for on-line listening traffic. We measure podcast demand by tracking the number of downloads on-line. We measure the success of the Low Vision Expo by the number of attendees and by the satisfaction rating of the surveys administered at the event. We track the number of public service announcements we record annually and make sure other organizations know that we offer this service.

Mechanisms to be used include: the formal annual survey, (usually administered in the month of February); monthly feedback surveys; website, podcast, and smart phone app analytics; tracking number of radio applications; and unsolicited call-ins from our clients. All staff and several specifically trained volunteers facilitate these processes.

#### **Plans to sustain project beyond the term of this request:**

The Low Vision Resource Center has been successfully operating for over 21 years. Our continued success stems from strong collaboration with other non-profit organizations, our in-kind support including Texas Public Radio for our sub-channel carrier, the San Antonio Express News for our papers that we read on the air daily, the time and energy of our volunteers who gave over 7,986 hours last year and much more. We work diligently to be good stewards of our funds and continually pursue funding from diverse sources. Our board is dedicated and committed to our mission and is actively involved in our work. We have distributed over 4,000 radios to those without access to technology. We continue to utilize technology to improve access to our programs including a new smartphone app, live streaming via our website and access through the app TuneIn. We have a podcast page for on-demand programming. We are utilizing virtual meetings to keep our members safe and connected during these uncertain times. Owl Radio has broadcasted continuously without interruption since it began in 2002. We know our projects will continue to grow and meet the demands of the visually and print impaired in our community for years to come.

#### **Line item Budget:**

<b>Line Item Description</b>	<b>Total Project Funds Allocation</b>	<b>Gordon Hartman Funds Allocation</b>
General Operating	\$174,328	\$8,500
<b>TOTAL:</b>	<b>\$174,328</b>	<b>\$8,500</b>

### **BOARD OF DIRECTORS**

#### **LIST OF BOARD DIRECTORS**

<b>Name &amp; Office Held</b>	<b>Corporate Affiliation</b>
Kate Crosby, President	VP Frost Bank
Cynthia Duvall, Secretary	Member
Mary Henrich, Esq. Vice President and Treasurer	Member
Jerry Lindner, MD. , member	Member
Michelle Gawlik, member	Member
Mary Roten, member	Member
Brad Lundin, RN., member	Member
Nancy Richter, member	Member

Phyllis Traylor, member	Member
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