



Mary Casanova d.b.a. WRITERS AT LARGE
1300 15th Ct., Lot #17, Key West, FL 33040
(305) 304-0578 marycasanova@earthlink.net

January 13, 2013

City Clerk
City of Key West
3126 Flagler Avenue
Key West, FL 33040

Dear Selection Committee,

Enclosed please find responses to your Request for Proposals (RFP) #002-13, Grant Writing Services.

Also enclosed are CD's as requested, plus an extra copy on flash drive.

Thank you in advance for considering my company's proposal.

Sincerely,

Mary Casanova d.b.a.
WRITERS AT LARGE

mc/tm

enclosures

Information Page

WRITERS AT LARGE is a sole proprietorship with its inception in Daytona Beach, Florida, in 1980. At that time, the company had a slogan: *Words That Work Hard for Your Business*. It advertised “fresh, crisp, original copy in a variety of effective mediums, including magazine, newsprint, letters, flyers, direct mail, articles, radio and TV for local, state and national clients.”

WRITERS AT LARGE has operated in Key West, FL since 1990. In 1992 it added educational PowerPoints and grant writing to services provided.

Key Personnel: Mary Casanova is sole proprietor and writer. (See attached resume listing experience and qualifications.)

Financial Information: **WRITERS AT LARGE** has never filed for bankruptcy, nor is it currently in bankruptcy, nor has bankruptcy action pending.

Litigation: There is no list of any past, pending or present litigation, or claims against its insurance carrier.

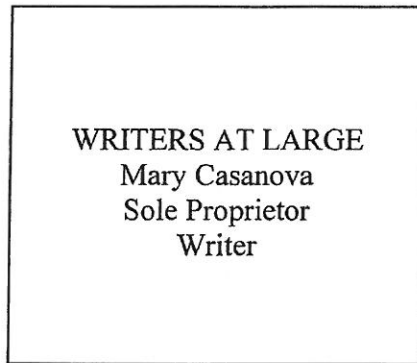
Volume of Work: Current workload is from 10 – 30 hours per week, depending on what’s happening. The only work my company may have performed for the City would be as subcontractor working with the Monroe County Library System writing/co-writing Library Services Technical Assistance grants (2003, 2010) and/or as a subcontractor writing grants for Literacy Volunteers of America reimbursed through the Human Services Advisory Board (1996-2013) and Sheriff’s Asset Forfeiture Fund (2002-2012).

References: Enclosed please find three letters of recommendation.

Business Tax Receipt: City of Key West Business Tax Receipt (Grant Writer)
Lic NBR/Class 13-00027706, expiration September 30, 2013.

Insurance Requirements: Should **WRITERS AT LARGE** be selected, all insurance and indemnification requirements as outlined will be handled through Southernmost Insurance in Key West.

Organizational Chart





Literacy Volunteers of America (LVA)
-- Monroe County, Inc.
1400 United St. #109, Key West, FL 33040
305-294-4352 / FAX 305-296-1336, info@lva-monroe.org

January 8, 2012

LVA
Board of Directors

President
County Judge
Peary Fowler

Vice-President
Jane Gladson

Treasurer
Eileen Quinn

Secretary
Paul Sherman

Directors:

Debora Bent

Irene Brammertz

Billy Davis

Constance Gilbert

Norma Kula

Jeannie McGuire

Viktor Slavov

Emeritus

Sol Jacobson

Lois Meyers

Dear Selection Committee,

I'm writing to recommend Mary Casanova, d.b.a. WRITERS AT LARGE to provide grant writing services for the City of Key West.

My organization has contracted with Mary's company to write grants for many years, and we have been very pleased with the results.

Mary is not only an excellent writer, she is easy to work with. Mary is especially good at researching grants that not only support a mission, but create new opportunities for organizations. For example, her company recently secured a federal grant from the National Oceanic and Atmospheric Administration (NOAA) for \$400,000 to teach Environmental and English Literacy. Due to this initiative, our organization was able to expand program offerings and forge strong, new partnerships.

Mary is also expert at relationship building, not only with grant funding sources, but also the local media. She knows everybody in Key West and has a great reputation in town--having lived and worked here for over 20 years.

Since Mary's company started with our organization, WRITERS AT LARGE has brought in close to two million dollars in grant support for us.

Having gotten to know Mary well during my seven years on the Board of Directors for Literacy Volunteers (two as President), I have found her to be energetic, ethical, hard working, dependable with follow through, and able to work on multiple tasks quickly and effectively.

I give Mary Casanova, d.b.a. WRITERS AT LARGE my highest recommendation.

Sincerely,

Peary S. Fowler
President, LVA Board of Directors
Monroe County Judge



Rick Scott
Governor

John H. Armstrong, M.D.
State Surgeon General

January 3, 2013

Dear Grant Selection Committee,

The Monroe County Health Department (MCHD) and Tobacco Free FL Keys has contracted with Mary Casanova d.b.a. WRITERS AT LARGE since 2008, and we are very satisfied with her services. Mary has assisted our organization with many issues, including coalition building; however writing is her strongest skill. Mary's writing is always clear, concise and achieves the desired results.


What particularly comes to mind is Mary's narrative writing for quarterly ATACS (Automated Tobacco Activity Collection Service) reporting supporting the Community Tobacco Prevention Grant (a state grant funded by the 11.6 billion dollar Tobacco Settlement) managed by the Department of Health. With this specific grant, ATACS writing is critical to being able to draw down grant funding in a timely manner. Mary was able to review our Monroe CHD Tobacco Prevention Work Plan – correctly assessing program goals, activities required, outputs, outcomes and strategies to gain a knowledge and understanding of our organization and project in an expeditious manner. She was able to construct our narratives in the proper language and tone to satisfy all key points sought by our grant evaluators and Legislature to ensure an uninterrupted flow of funding.

Although Mary has not been contracted to write our grants, I would not hesitate to recommend her company to the City of Key West as a Grant Writer Service Provider. Mary has worked both sides of the fence – for grant administration and as grant writer. Because of this, she understands the role of each department, realizes they are separate, and knows the value of a working on a collaborative basis with all departments.

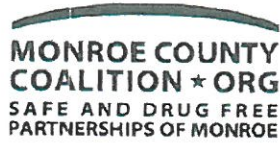
Mary Casanova, d.b.a. WRITERS AT LARGE has my highest recommendation.

Sincerely,

A handwritten signature in black ink that reads "Donna Noel Stayton". The signature is fluid and cursive.

Donna Noel Stayton 
Health Education Program Consultant
Tobacco Prevention Specialist
1100 Simonton Street
Key West, FL 33040
Donna_stayton@doh.state.fl.us
Ph: (305) 809-5638

Mailing Address:
PO Box 5047
Key West Florida 33045



Physical Address
422 Fleming Street Suite 10
Key West Florida 33040

January 11, 2013

Dear Grant Selection Committee,

I am writing to recommend Mary Casanova d.b.a. **WRITERS AT LARGE** for provision of grant writing services to the city as outlined in City of Key West request for Proposals (RFP) #003-13.

The Monroe County Coalition has contracted with Writers At Large since last year and we are very pleased with her work. I am also familiar with her past and present accomplishments as Executive Director of Literacy Volunteers of America- Monroe County and the number of successful grants she has obtained for that organization

Mary Casanova has the technical skills, experience and personal knowledge of Key West to present the City in the best possible light with grant proposals designed to support City's goals and objectives.

Please call me if you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Frank Sauer". The signature is written in a cursive style with a large initial "F".

Frank Sauer
Executive Director
Monroe County Coalition
305-360-1153

OUR MISSION: *To foster community changes to reduce substance abuse and the consequences of substance abuse thorough community collaborative efforts. Support and advocate for a Safe and Drug Free Monroe County Community.*

OUR VISION: *To provide a culturally competent, behavioral health and wellness approach to substance abuse prevention in Monroe County.*

RESUME

Work Experience

Writer/Director

Literacy Volunteers of America (LVA) -Monroe County, Inc.
Key West, FL (1992-present)

Writer duties include all strategic writing and agency communications. Grant writing (local, state, federal), educational PowerPoint creation, publicity writing (press releases, stories, public service announcements for print/electronic media) and media placement.

Federal Grant Writing: *LVA Environmental Literacy Program*, 2010-2012: This federal program is supported by the National Oceanic and Atmospheric Administration (NOAA) working with four NOAA agency partners to engage English as a Second Language (ESL) adult and youth learners in technologically facilitated outdoor experiential learning to improve environmental, ocean, climate and English literacy. Program targets traditionally underserved populations in STEM (Science, Technology, Engineering and Math) fields. *Even Start Family Literacy Program*, 1999-2005 – two separate programs in a partnership between fiscal agent Monroe County School District (MCS D) and LVA targeting ABE (adult basic education) and LEP (limited English proficient) populations in Bahama Village and throughout the Keys. Both programs provided individualized educational opportunities for low income, at-risk parents and their children age 0-5. These were longitudinal programs chronicling statistical gains and student goals achieved, with data analysis inclusive of evidence based and anecdotal reporting over several years.

State/Local Grant Writing: Sheriff's Asset Forfeiture Fund (SAFF) grants (2002-2012) , Human Services Advisory Board (HSAB) grants (1996-2013) , Blue Cross Blue Shield Health Literacy grants (2008-2010), Publix Foundation grants (2002-2013), Library Services Technical Assistance (LSTA) grants (2003, 2010), Department of Education (DOE) Corrections/Senior/Civics/Family Literacy grants (1992-2005). Served as grant reviewer for DOE (2006, 2010). City of Marathon grants (2008-2013). Additional: The Hospitality Program: Workplace English, Wish You Well Foundation, Singing For Change (Jimmy Buffet Foundation).

Curriculum Development: Co-writer/Contributor: *The LVA Hospitality Curriculum: Workplace English for Housekeepers*, (1995, revised 2003, 2009), Co-writer/Collaborator: *Seven Principles of Ocean and Climate Literacy – Environmental Science for ESL Students* (2010-2012).

Director duties include overall responsibility for social service agency operations countywide including recruitment, training, supervision, engagement, motivation and support for agency's 120 volunteers, staff, board members, collaborating organizations and businesses. Handling of internal and external relations. Developing strong relationships to garner new opportunities. Budget and program administration. Community partnership development.

All Services Provided to LVA are contracted through Mary Casanova d.b.a. WRITERS AT LARGE.

Writer/Sole Proprietor

Mary Casanova d.b.a. WRITERS AT LARGE (WAL)

Key West, FL/Daytona Beach, FL/Verona, PA (1980 – present)

Duties include provision of writing services for business and industry in a variety of mediums including magazine and newsprint, letters, flyers, brochures, direct mail, radio, TV, educational PowerPoint presentations. Grant writing: local, state, federal. (Note: From 1999-2006 WAL, Inc. operated as a Key West educational staffing service employing 27 teachers/administrators.)



Mary Casanova

marycasanova@earthlink.net

1300 15th Court, Lot #17

Key West, FL 33040

(305) 304-0578

Casanova
Page Two

Tobacco Prevention Specialist Assistant
Monroe County Health Department (MCHD)
Key West, FL (2008- present)

Duties include community partnership development for Tobacco Free Florida Keys (T.F.F.K.), a tobacco free partnership. Creation of educational Power Points for Online Academy. Narrative writing supporting the Community Tobacco Prevention Grant (a state grant funded by the Tobacco Settlement) managed by the Department of Health.

All services provided MCHD contracted through Mary Casanova d.b.a. WRITERS AT LARGE.

Coordinator
Monroe County Coalition (MCC)
Key West, FL (2012-present)

Duties include writing as directed for substance abuse prevention community partnership.

All services provided to MCC contracted through Mary Casanova d.b.a. WRITERS AT LARGE.

Copy and Production Director
WWLV 94.5 FM/WNDB News talk 1150 AM
Daytona Beach/Orlando, FL (1986-1990)

Responsibilities included copywriting and supervision of production of commercials for AM/FM stations, direction to ten announcers, audio production, liaison between sales/client securing commercial approvals.

Copy and Production Director
WDOQ 102 FM
Daytona Beach, FL (1980-1984)

Duties included copywriting and production supervision, assignment of production to ten announcers, liaison between sales and client in securing commercial approvals.

Assistant Copywriter
Dickinson and Associates
Chicago, IL (1977-1979)

Duties included copywriting for over 20 clients in local and national print publications for print based advertising agency specializing in direct mail.

Education:

Mountain State University, Master of Science in Strategic Leadership (M.S.S.L.), 2007

Northwestern University, Bachelor of Philosophy (Ph.B.). Major: English Literature and Writing, 1978

University of Pittsburgh, College of Arts and Sciences. Major: English Literature and Writing, 1974 - 1976

PERSONAL AND BUSINESS REFERENCES PROVIDED UPON REQUEST.

**Response Content for Grant Writer Services Provider
Mary Casanova d.b.a. WRITERS AT LARGE**

(a) Qualifications:

My resume lists my qualifications as well as federal, state and local grants successfully secured over the past five years. Additional successfully secured grants are also listed which extend beyond five years.

Excerpts from three (3) funded grant applications are included.

Pricing methodology is the same for each grant. I charge \$50.00 per hour, and bill by the hour for all grant writing and services provided. I don't get a percentage of any grants that come in. I only charge for time spent providing services, and I work fast. This keeps things simple.

(b) Program Approach and Price:

The following outlines my program approach, including how my organization intends to interact and interface with the City, as well as add value to City goals and objectives.

Scope of Services

1) Through interviews of the Mayor, Commissioners and responsible department representatives, gather information that will easily allow the individual or firm to grasp the concept of a project or program for which grant funding is sought as defined by the person sponsoring the project or program or by the person carrying it out.

Approach: I would go to each person the first month, meeting with all key personnel as many times as it takes to get the necessary information. After initial meetings I would continue communicating with everyone in person, via phone, text and email until I understood enough about what needed to be done to tackle the job. At that point, I would know whether the grant to be written would be a standard, Block type of grant, or, something highly competitive requiring a lot of creative thinking. I can do both. I would like to write all the Department of Transportation (DOT) and city infrastructure grants because there's a lot of money required and available. I also like a competitive arena. With the Environmental Literacy NOAA grant I wrote there was heavy, national competition with 346 submissions. Only 23 grants got funded and ours was one of them. That was exciting.

2) Identify prospective grant sources for the project or program.

Approach: Depending on the program, I would search online, looking at The Foundation Center, Federal Register, GrantStation, Grants.gov, and Bureau of Justice Assistance (BJA), to name just a few. There are plenty of online resources out there, but the key is finding the right grant to fit and fund your program. At the same time I would do this, I would also be calling people, lots of people. I would find names and phone numbers and email addresses for key people in cities of similar size to see if anyone is doing what we are doing or what we want to do. Then, I would call them up, see what their programs do, how they work, and how they get funded. I would make lists of funding sources to approach from these contacts, getting more contact names when possible. Every call is a relationship builder. Researching grants involves legwork, and you have to be persistent.

#3) Acquire and maintain sound knowledge and understanding of the organization, and use that knowledge and understanding to better comprehend all projects and programs for which grants will be sought and to recommend the seeking of grants.

Approach: I would talk with as many key City people in as many departments as I can, and learn as quickly as possible what City priorities are. I would read everything pertaining to the tasks I am assigned, and anything that pertains to City operations available in order to acquire a more thorough knowledge and understanding of City operations. I am a relentless researcher.

4) Compile, write and edit grant applications exhibiting strong expository writing skills and a high level command of grammar and spelling.

Approach: The first thing I do is my homework. I want to know so much about the City that I can effortlessly paint a picture of *The City as the Hero* - filling an important need, or detecting and righting a wrong. I like to see good past grants to cherry pick language. Each grant source responds to different buzz words so you have to find out the right ones for the one you're writing for. With new grant prospects, it always helps to talk with someone from the funding entity, as you can get a lot of information in conversations about the kind of thing they prefer to fund, or have funded in the past, to serve as a guide and sometimes even encouragement for the program you are proposing.

After I have all the facts, I can complete a grant in anywhere from a day to a month or longer, depending on what it is. There are grants online where all you have to do is check the appropriate block and you might knock it out in an afternoon. The NOAA program for Environmental Literacy took three months to plan, strategize, develop a program for, obtain letters of support for, then write to NOAA specifications, hitting all relevant points in the narrative, pricing out budget expenses, then fine tuning. How I work is: Do a first draft, then pass it along to everyone. Get suggestions for improvements, applicability to their department, identify places where the proposal needs more description, and keep revising. We might go through two or three or more drafts until the grant is perfect. The end result should be easy to read, flawlessly written, a call to action resulting in an award.

5) Review the budget of a project or program for which funding is sought and make recommendations to better present it to grant-making organizations.

Approach: Every grant funding entity has its own format it likes to see for budget pages. This needs to be carefully researched before writing the budget narrative and all budget pages. After being given the numbers on our side for costs critical to carrying out the program, I present these figures in the form they want to see. Research needs to be done to make sure we don't ask for things they don't fund. Our costs need to be allowable on their side, or worded so that they *become* allowable. Budget narratives should be easy to read, compelling, make sense, with budgets detailed and justifiable.

6) Keep in contact with grant-making organizations during their review of a submitted grant application in order to be able to supply additional supportive material if required.

Approach: Relationships are the key to success. I always maintain close contact with grant issuing sources (developing relationships whenever possible). My company always makes me accessible either in person or via email, text, phone and FaceTime, whether I am in Key West or Pennsylvania; I always return a message on the same day.

7) Grant administration services are performed internal to the organization, Grant writer must demonstrate experience in successfully and collaboratively working in environments where grant writer and grant administrator are separate.

Approach: My company has years of experience in successfully and collaboratively working in environments where grant writer and grant administrator are separate. One client, the Monroe County Health Department (MCHD) uses me for writing support, but has a separate department for grant administration. My company contracted with the Monroe County School District (MCSD) for six years; I wrote almost all their Florida Department of Education (FDOE) grants. MCSD's Adult Education administered the grants. It worked great. I have worked in organizations where grant writer and grant administrator are one in the same, and my preference, hands down every time, is in separating duties.

Why Should You Select My Company?

My company has the experience, skill sets and follow through to provide what the City needs to get the City what it wants. WRITERS AT LARGE has operated in Key West over 20 years. I have a reputation for dependability. There would be no learning curve like using an out-of-town company. I have a vested interest in our economy, environment, workforce, character, culture, the arts and quality of life.

How My Company Can Add Value To City Goals and Objectives:

I understand the City's mission to protect our environment and honor our local heritage and cultural identity with citizens engaged in the life of our neighborhoods and community. Areas and goals in the 2011 Strategic Plan where my company can add value include:

The Economy

Goal #1: Economic growth and diversification.

My company can help continue an uninterrupted flow of funding from existing grant sources while investigating and encouraging the development of new grants to support new ventures.

Goal #3: Optimum "Key West" Experience.

The initiative for this goal proposes that needs, issues and concerns of residents and visitors be polled on an annual and decennial basis. My company can add value by helping chronicle changes that take place in resident and visitor perceptions and present this information for easy understanding, dissemination and review. This will be valuable information that will be used to guide the choices we make in programs we create and funding we seek to support these projects.

Goal #4: Invest in the development of our workforce.

My company can add value through knowledge obtained from years of experience working in, and with, the Key West hospitality industry. In 1995, I wrote a grant to create *The Hospitality Program*, teaching workplace English on-site at hotel properties to limited English proficient housekeepers, groundskeepers and maintenance workers. Over the next 17 years, more grant funding and new business partners grew the program. Collaborating with over a dozen Key West hotel properties, I co-wrote *The LVA Hospitality Curriculum—Workplace Literacy for English as a Second Language (ESL) Housekeepers*. It was disseminated countywide through a Library Services Technical Assistance (LSTA) grant, and, still in use today with English classes held on-site most recently by Literacy Volunteers at the Southernmost Hotel. This program is needed now more than ever, because our local workforce is unique and continuously evolving.

The Environment

Goal #1: A natural environment that enhances the "Key West Experience" for residents and visitors alike.

Goal #5: Partnership with community groups to address environmental issues and increased public education about environmental concerns.

Utilizing lessons learned with the NOAA Environmental Literacy Program (teaching ocean, climate and environmental literacy), my company can add value pulling together partners such as the Monroe County School District, Literacy Volunteers of America, Florida Keys National Marine Sanctuary, The Nature Conservancy and others to draft and develop a comprehensive education and conservation action plan for residents and visitors, including timetables.

Goal #6: Key West is seen as a viable destination for "Environmental Tourism."

I can provide stories, articles and features, and help place these public relations pieces in local, state and national publications promoting environmental aspects of the island-- expanding the brand *Key West*

Culture

Goal #1: The identification and promotion of the "unique" character and culture of Key West.

Goal #2: Key West seen as a viable destination for "Cultural Tourism."

My company can promote Key West's rich and colorful history as America's Caribbean Island with messages that resonate our identity as a welcoming, open community -- stories, articles and features filled with culture related events and festivals -- again expanding the brand *Key West*.

Goal #3: The arts are an integral part of the living environment in Key West.

As a grant writer, I can provide added value by keeping existing grants coming in and approaching new grant sources to provide funding for City initiatives supporting the arts. As a visual artist, I can add value through my passion for and connection with the arts. My work has been on public display through Art in Public Places since 1997. I would be comfortable approaching their leadership to develop a Public Art Master Plan, or any plan designed to promote and support funding for the creative arts.

Government:

Goal #3, Team Key West – cooperative planning efforts among organizations, businesses and all government agencies.

Through the myriad of community contacts developed over the 22 years in Key West, my company can add value promoting cooperative planning efforts among organizations, businesses, government agencies and community partners.

Quality of Life

Goal #1: Key West protects and promotes the health of its residents and visitors.

Having contracted with the Monroe County Health Department (MCHD) since 2008 plus my history partnering with local businesses, non-profit organizations and the school district, my company can add value by helping the City put its best foot forward when it proclaims *Health Month*.

Goal #3: Key West offers its children, youth and adults educational opportunities from early readiness through lifelong education.

My close involvement with our local educational community can add value assisting to increase awareness of, and, involvement in community educational opportunities utilizing the City's website to disseminate educational opportunity information.

Firm's Designated Office:

Mary Casanova, d.b.a. WRITERS AT LARGE has been home based in Key West, FL, for the past 20 years with an office located at 1300 15th Court, Lot #17, Key West, FL 33040 (Key West Business Tax Receipt #Lic NBR/Class 13-00027706). **WRITERS AT LARGE** also maintains an office at 150 Arch Street, Verona, PA, 15147, and has done so for the past eight years. A minimum of 50% and maximum of 100% of the work on this project will be performed at the Key West address.

Price:

WRITERS AT LARGE charges \$50.00 per hour, and bills by the hour for all grant writing and services provided. **WRITERS AT LARGE** does not receive a percentage of grants awarded.

The only reimbursable expenses involved would be for required travel outside of Monroe County on City business requested or authorized by the City.

WRITERS AT LARGE proposes an annual contract for writing and related services equal to 20 hours per week for 50 weeks (\$50,000) -- an annual, hourly bank of 1,000 hours -- distributed time-wise whatever way works best for the City. Should these hours be expended before the end of Y-1, additional hours may be purchased by the City and added to the bank.

WRITERS AT LARGE has the necessary facilities, ability, and financial resources to furnish the required services in a satisfactory manner, and thanks you in advance for your consideration.

Grant excerpt
#1

NARRATIVE

INTRODUCTION

The Florida Keys are an elongated, arching chain of nearly 822 low-lying islands, over 120 miles in length, connected by a single overseas highway. Population density is 80 persons per square mile.

Given Monroe County's shape, every county service must recur repeatedly to effectively serve its 80,000 residents. Even with five library branches, there is a minimum span of 20 miles between them. Monroe County has the highest cost of living in Florida,



and the county seat, Key West, ranks as the fourth most expensive housing market in the United States. Monroe County, frequently referred to as the Keys, is located at the southern tip of the state.

In sharp contrast, Monroe County is in the median of state rankings for persons at and below the poverty level. According to the 2004 Florida Statistical Abstract, 13.6% of all children in Monroe County live below the poverty line. These demographics suggest a great divide between upper and lower economic status.

The Monroe County Public Library system is a branch of the county's Community Services division. A Library Advisory Board, consisting of five Commission-appointed members, meets monthly to provide counsel concerning all matters relating to the public libraries.

Our mission is to provide the resources, services and environment for patrons to pursue their business, educational and recreational interests/needs. Every Monroe County library provides

children's programming, full reference services, community outreach projects, public lectures of local interest, and electronic resources.

The May Hill Russell Public Library in Key West, founded in 1892, is South Florida's oldest public library and the headquarters branch. Monroe County's five community libraries provide a total of 216 service hours per week. Our staff of 30 FTEs serve 40,000 registered users and provide a collection of 207,000 titles. Volunteers contribute the equivalent of 2.75 FTEs annually. "PeopleCounters" indicated over 500,000 visitors during our last fiscal year. Local funding for fiscal year 2009—2010 is \$2,800,000. While we are funded to provide services to the 80,000 residents of the Keys, we also serve many of the 3 million annual visitors.

NEED

Target Population:

Our target population is a melting pot of nationalities where the more colorful and culturally diverse the population – the spicier the stew. Participating students in Literacy Volunteers of America-Monroe County, Inc. (LVA) programs hail from Poland, Cuba, Russia, the Czech Republic, Uruguay, Puerto Rico, Columbia, Bangladesh, Nicaragua, Uruguay, Haiti and Japan. Some read the Bible. Others read the Koran. For some student families, it is culturally acceptable to feed one's children with one's fingers in public beyond the age of four. All our students learn not only reading, writing and English speaking skills but also how to integrate themselves into American culture. 71% of LVA students are employed in the Hospitality Industry in Key West and the Florida Keys.

In the 124-mile stretch of islands that comprises Monroe County, LVA's student population varies greatly. (See detailed map attached.) In the Lower Keys from Key West to Stock Island up past Boca Chica, Big Coppitt and Sugarloaf, all the way up through to Big Pine Key, the student population is more educated, affluent and Eastern European. Czechs, Russians, Poles and Ukrainians surprisingly outnumber Cubans, Nicaraguans and Mexicans. Hispanics are the second and Haitians the third largest population in the Lower Keys with Chinese, Japanese, Portuguese and Bengali running fourth.

The Middle Keys start below the Seven Mile bridge and run up through Pigeon Key, Marathon, Key Colony Beach on to Grassy Key. The Middle Keys are primarily populated by very poor Hispanics—mostly Nicaraguans, Colombians and Venezuelans. Many are illiterate in their own language.

Up through the Upper Keys past Layton, Islamorada, Windley, Plantation, Tavernier and Key Largo the student population continues to be primarily Hispanic, but more affluent and educated—from Uruguay and Mexico. These students are part of a total population in Monroe County of 79,589 residents where 43,661 or 4.6% have just 0-9 years of schooling. 8,463 or 10.6% dropped out of high school. 17,032 or 21.4% do not speak English in the home. 6,605 or 8.3% “do not speak English well.” *40% OF ADULTS IN MONROE COUNTY ARE TARGETED BY LVA PROGRAMS.*

Grant excerpt # 2

**MONROE COUNTY HUMAN SERVICES ADVISORY BOARD
Application for Funding Fiscal Year 2013**

Insert your agency's board-approved mission statement below.

Literacy Volunteers of America (LVA)-Monroe County, Inc. believes the ability to read, write and communicate in English is critical to personal freedom. Our goal is to provide one-to-one and small group literacy training to enable our students to obtain personal goals through increased literacy skills.

List the services your agency provides.

LVA operate two programs, Basic READ and ESL (English as a Second Language). Both programs are free and confidential, with one-to-one and small group tutoring in basic reading, writing and conversational English for any Monroe County resident who needs our help. Basic READ targets individuals who read and write at the grade 0 to grade 5.5 level. ESL teaches conversational English as well as reading and writing to adult students who have no English or limited English proficiency and are reading at grade 0 to grade 5.5. We offer leadership training along with literacy instruction to enable students to not only increase skills, but be better prepared to be community leaders and contributors.

What needs or problems in this community does your agency address?

LVA addresses the great numbers of undereducated, disadvantaged and often disenfranchised individuals in our community who have "fallen through the cracks" – living and working in our community (some all their lives) but still unable to read and write at a fifth grade level. We address the great numbers of Monroe County residents who do not speak, read or write in English. We address the problem of illiterate parents passing down a legacy of illiteracy to their children which puts these children at risk and in harm's way. We address the problem of pre-school children who are not school ready because their parents don't know how to prepare them for school, and school age children who are falling behind in class because they don't get the help they need at home.

What are the causes (not the symptoms) of these problems?

- Children entering school with no readiness skills turning into adults unable to read and write at a level sufficient to function effectively on a day-to-day basis.
- Children falling behind in school because they do not get the homework help they need, dropping out of high school without sufficient skills to compete for jobs.
- Immigrants coming to America with no English, which renders them at a disadvantage competing for employment in an English literate society.
- Immigrants enrolling their children in school with no English and the children naturally fall behind.

What does your agency do to address these causes?

We provide free one-to-one and group literacy instruction. We encourage parents to take a greater interest in the educational activities of their children. We work with families to help pre-school children become school ready, and assist school age children to succeed in school. We urge adult students and their families to set goals and attain them through increased literacy skills.

What statistical data support the needs listed?

Monroe County's total population is 79,589 residents. Out of this total, 4.6% or 3,661 have just 0-9 years of schooling. An additional 10.6% or 8,463 have no high school diploma. 21.4 or 17,032 do not speak English in the home. Out of these, 8.3% or 6,605 "speak English less than very well." (U.S. Census Bureau, Census 2000 Summary File 3, Matrices P19, P36, P37, P38, PCT24, PCT25)

Facts and figures from the National Center for Family Literacy Research Department show the *unemployment rate decreases as educational attainment increases*.

Describe your target population as specifically as possible.

The majority of our clients (94% or 285) are English as a Second Language (ESL), a melting pot of cultural diversity, immigrants living and working in Monroe County. These students read and write below grade level 5.5 and need help communicating in English. Most LVA students work multiple jobs in the hospitality industry. They have little time to attend school or for effective parenting. LVA has over 100 students on waiting lists countywide with more walk-ins daily. Our target population is comprised of residents with 0-9 years of schooling, high school dropouts and limited English proficient individuals included in census statistics. **40% OF ADULTS IN MONROE COUNTY ARE TARGETED BY LVA PROGRAMS**

Describe networking and partnership arrangements in place with local agencies and businesses.

We have a partnership agreement with the Monroe County Library which provides free PACT (parents and children together) classes for student families. We get referrals from Healthy Families and Healthy Start. We have a collaboration agreement with Wesley House (and constantly help Wesley House mothers improve English). We are a food stamp office for our students with computer access for signups through our partnership with Children and Families. NOAA partners Florida Keys National Marine Sanctuary and Southeast Fisheries Science Center help with Environmental Literacy, teaching environmental stewardship and conservation concepts. NOAA's Key West Weather station provides speakers for climate literacy for volunteer trainings. We share referrals with MARC House. The Salvation Army gives us tutoring space. LVA has held Workplace English classes for housekeepers in the hospitality industry on site at the Southernmost Hotel, Pier House, Galleon, Hyatt, Doubletree, Hilton, Casa Marina, Banyon Resort, Crown Plaza La Concha, Best Western, Days Inn and more local hotel properties. We help the Monroe County Sheriff's Office with Literacy in Corrections, providing a tutor inside the detention center on Stock Island to assist inmates with reading and writing. We network with the Monroe County Coalition, helping them get surveys on parental attitudes for their substance abuse prevention community partnership. We are always seeking new partnerships.

Provide information about units of service.

We do not have units of service. Should we need to create a unit of service for the purposes of this grant submission we will define one unit as equal to one hour of instructional time. If we take our total cost for fiscal '10-'11 (\$116,156) and divide it by the number of students served this fiscal (303) we arrive at a per student cost of \$383.35. As students work with a volunteer @ 2 hours per week, we arrive at an average of 31,512 hours per year at a cost of \$3.68 per hour, which is extremely cost effective.

Service	Unit (hour, session, day, etc.)	Cost per unit (current year)
literacy instruction	one hour	2010-2011 = \$3.68

Grant excerpt #3

- 1) Title: **The Literacy Volunteers of America (LVA) Environmental Literacy Project**
(Engaging ESL adult and youth learners in technologically facilitated outdoor experiential learning to improve environmental, ocean, climate and English literacy)

10_elg_loi_071_LVA

2) Significant Contributors:

Mary Casanova, Executive Director

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Mary Tagliareni

Education and Outreach Coordinator

Florida Keys National Marine Sanctuary

P.O. Box 1083, Key Largo, FL 33037

Phone: 305-852-7717 ext. 30

FAX: 305-853-0877

Mary.Tagliareni@noaa.gov

- 1) Funding Request Total: \$400,000

This project will align activities to the Essential Principles of Climate and Ocean Science in an outdoor, experiential setting utilizing cutting edge technology, targeting a new, untapped audience: illiterate immigrant, minority individuals who are limited English proficient (LEP). The project will address under-represented English as a Second Language (ESL) populations served by Literacy Volunteers of America (LVA) – Monroe County, Inc. and literacy providers in their nationwide network. In collaboration with The College of Exploration, LVA will develop and implement this two year pilot project which will be initially home based in Southeast Florida, designed so in future years (three through five) it can be offered as a national model. The project goals are for ESL learners to use digital photo cameras, waterproof underwater HD cameras and GPS technologies to geo-locate, explore, observe, record, display and tell stories in English as well as their native language both in words, photos and short HD video clip sequences. Stories will be about the exploration of places like the National Marine Sanctuaries and other areas of the country and coasts where there are scientific observation and monitoring opportunities created and supported by NOAA partners. All stories will be geo located and linked from maps on the web. Program participants will be encouraged to create a version of their creative efforts in their native language and encourage wider participation in the learning of English and the utilization of NOAA resources. The College of Exploration (TCOE) will support this project with its learning platform comprised of a number of learning systems, video streaming servers, concept map servers, and secure social networking systems that enables private and public blogs, communities, groups, news feeds, RSS feeds, photo galleries, video streaming and a range of other web 2.0 technologies. Targeted populations will improve environmental, ocean, climate and English literacy simultaneously.

Project Description

This project's objective is to engage ESL adult and youth learners in technologically facilitated outdoor experiential learning with NOAA partners in the Florida Keys to improve environmental, ocean, climate and English literacy. As part of this objective, professional audiences will be invited to observe and participate.

Our environmental literacy message conveys how the earth system influences our target audience, and, how our target audience, in turn, influences the earth system.

LVA, which will be home base for this project, is surrounded by ocean. Located in the Florida Keys, they have sites in Key West, Marathon, and Key Largo--each 50 miles apart. LVA is the only literacy provider in the Florida Keys -- an elongated, arching chain of nearly 822 low-lying islands, over 120 miles in length, connected by a single overseas highway.

Project partner, NOAA's Florida Keys National Marine Sanctuary (FKNMS), with offices in Key West and Key Largo -- 100 miles apart, supports one of the most diverse assemblages of underwater plants and animals in North America. Although best known for its coral reefs, the shallow near shore waters contain interdependent marine habitats that include fringing mangroves, sea grass meadows, hard bottom regions, as well as patch and bank reefs. This complex marine ecosystem is the foundation for the tourism and commercial fishing based economics so important to Florida.

This project will increase understanding and appreciation of the interconnectedness of people and the environment, especially with reference to climate change, giving ESL students and professional audiences alike the tools to be more environmentally literate so that they are able to make intelligent and informed decisions.

Partnerships Our Program Features

Eleven partner/supporters are involved in the success of this program: Program collaborators The College of Exploration and Literacy Volunteers of America, four NOAA entities which include Florida Keys National Marine Sanctuary, Atlantic Oceanographic and Meteorological Laboratory, Southeast Fisheries Science Center, Key West Weather Station and (in alphabetical order) the Florida Literacy Coalition, Key West Citizen, Pigeon Key Foundation, Pro Literacy America and REEF Foundation.

Needs Assessment

Needs assessments were conducted within three main groups: (1) Youth/Families/Community Organizations/ESL Learners, (2) Professional Audiences (non-formal education professionals/volunteer interpreters) and (3) NOAA Entities. Out of those surveyed, 70% of ESL learners and 66.7% of professional audiences "know little or nothing" about climate or ocean literacy. 66.7% of NOAA entities report that public visiting their facility "could improve understanding about what NOAA does in their community." 80% of students and 90% of professionals feel "it would be fun to learn/teach about Ocean/Climate science in an informal, experiential, outdoor setting."

Needs Assessment Targeting NOAA Entities

**Completed by Mary Tagliareni, Education and Outreach Coordinator,
Florida Keys National Marine Sanctuary (NOAA), March 19, 2010**

1) Do you feel the people who visit your facility could improve understanding about what NOAA does in our community?

Yes

2) Do you know what percentage of the population of your visitors speak English?

I have no idea – being in South Florida we have a diverse population and we get visitors to the Sanctuary from all over the world. Some of the people speak English but it is not necessarily their preferred language. At Florida Keys Eco-Discovery Center, we are guessing 25% speak some English but not enough to understand all of the content of the exhibits at the Center.

3) Would you like to increase awareness of Ocean and Climate Literacy concepts of all people who visit your facility?

In an ideal world – all – yes.

In a practical world, I would set it at a lower percentage that would still make me satisfied.

4) What would you like visitors to know about your office that might help you?

- We protect special places.
- We use best available science to make management decisions.
- The public needs to be engaged in protection of the ocean (in other words – no matter where you live you are part of a watershed that empties into the ocean and what you do matters).

ANTI-KICKBACK AFFIDAVIT

STATE OF ~~FLORIDA~~ PA

SS:

COUNTY OF ~~MONROE~~ Allegheny

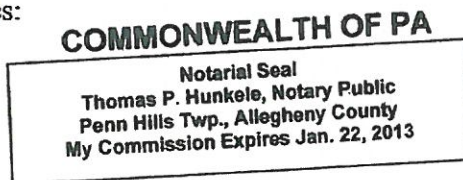
I the undersigned hereby duly sworn, depose and say that no portion of the sum herein response will be paid to any employee of the City of Key West as a commission, kickback, reward or gift, directly or indirectly by me or any member of my firm or by an officer of the corporation.

BY: Mary Casanova

sworn and prescribed before me this 12th day of JAN, 2013

NOTARY PUBLIC, State of ~~Florida~~ PA

My commission expires:



**SWORN STATEMENT PURSUANT TO SECTION 287.133(3)(A)
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES**

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS,

1. This sworn statement is submitted to
by Mary Casanova, Sole Proprietor
(print individual's name and title)
for WRITERS AT LARGE
(print name of entity submitting sworn statement)

whose business address is

1300 15th Ct. Lot #17, Key West, FL 33040

and (if applicable) its Federal Employer Identification Number (FEIN) is

23-2914456 (if the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement):

2. I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
3. I understand that "conviction" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 01, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.
4. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:
1. A predecessor or successor of a person convicted of a public entity crime: or
 2. An entity under the control of any natural person who is active in

the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members and agent who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment of income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

5. I understand that a "person" as defined in Paragraph 287.133(1)(e), Florida Statute means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.
6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement (indicate which statement applies).

Neither the entity submitting this sworn statement, or any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July, 1989.

_____ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 01, 1989.

_____ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 01, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. (attach a copy of the final order)

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH ONE (1) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES, FOR THE CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

Mary Casanova
(SIGNATURE)

1-12-13
(DATE)

STATE OF PA
COUNTY OF Allegheny

PERSONALLY APPEARED BEFORE ME, the undersigned authority Mary Casanova who, after first being sworn by me, (name of individual) affixed his/her signature in the space provided above on this 12th day of January 2013

[Signature]
NOTARY PUBLIC

My commission expires 2013
COMMONWEALTH OF PA

Notarial Seal
Thomas P. Hunkele, Notary Public
Penn Hills Twp., Allegheny County
My Commission Expires Jan. 22, 2013

EQUAL BENEFITS FOR DOMESTIC PARTNERS AFFIDAVIT

STATE OF FLORIDA PA)

: SS

COUNTY OF Allegheny)

I, the undersigned hereby duly sworn, depose and say that the firm of WRITERS AT LARGE provides benefits to domestic partners of its employees on the same basis as it provides benefits to employees' spouses per City of Key West Ordinance Sec. 2-799.

By: Mary Casanova

Sworn and subscribed before me this 12th day of January, 2013

[Signature]

NOTARY PUBLIC, State of Florida at Large

My Commission Expires:

COMMONWEALTH OF PA

Notarial Seal
Thomas P. Hunkele, Notary Public
Penn Hills Twp., Allegheny County
My Commission Expires Jan. 22, 2013

CO OF PA
Notary Public
Allegheny County
My Commission Expires Jan. 22, 2013

COMMONWEALTH OF PA

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Penn Hills Twp., Allegheny County
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