

Carlsbad, New Mexico, Literacy Program

Grant Type: Dollar

Grant Amount: \$5,000

Organization: Enchanted Life Foundation



What was the objective of your grant or initiative?

Our founder's letter of intent states that Enchanted Life Foundation supports "activities which promote proficiency and training in the use of English as a means of promoting social justice and economic advancement."

We made this grant with the following objectives:

- To build capacity within the organization by introducing the Rosetta Stone program as an alternative way of learning.
- To enable clients who could not afford public transportation to participate in the program.
- To enhance clients' English literacy and computer skills so they would have better employment opportunities.
- To enhance the organization's fundraising efforts by building capacity and results.

This is an organization with 1 part-time employee, 14 volunteers, and 9 board

members. It has an operating budget of \$37,000 that covers the part-time salary, building costs, and equipment; \$27,000 comes from local sources.

What was your approach?

The foundation and Carlsbad Literacy Program partnered in constructing the grant. Originally, the application was for 10 licenses, each for a 1-year period. After discussion, it was decided that 5 licenses, each for a 2-year period, would give the organization more time to collect data that could be used for future grants and local fundraising.

What were the outsized results?

Adult learners were required to sign an agreement to ensure use of the computer program and continued attendance at face-to-face tutoring, all of which represented an increased commitment from the clients.

With the transportation portion of the grant, the organization was able to reach out to students who needed economic assistance.