

**1. Organization Name**

Raices -- Growing Roots Parenting Network

**2. Position in the Field**

Describe other organizations' work to address the same problems or issues addressed by your organization and how your approach is similar or different.

There are several home visitation programs, most of them already including in our services such as Parents as Teachers, Home Instruction for Parents of Preschool Youngsters (HIPPY) and Colorado Bright Beginnings. Our approach is different because we not only allow parents to choose from a variety of curricula to help parents get their children ready for school, but we also serve the parents with adult education, including ESL/GED, and access to support groups at our centers or local elementary schools. We provide services in both English and Spanish in all our programs and we have added other languages as needed given that we target immigrant populations for our services. The only organization similar to us is the Parenting Place in Boulder, but we serve a lower income and primarily immigrant population.

**3. Partnerships and Collaborations**

List any organizations with which you partner or collaborate and describe your relationship with each.

Denver Public Schools, Aurora Public Schools and Adams County School Districts – our partnership includes referrals from the schools to recruit parents of young students, as well as services for younger siblings. The school districts benefit by getting more engaged parent and school-ready children. In exchange, they provide office space as needed, as well as access to after-school and weekend space for support groups for parents.

We also have strong partnerships with several Head Start programs. The opportunity to enhance services to the high risk populations they serve provides an incentive for referrals for a combination of services including case management for higher risk families.

Finally, our collaborators and partners in this work are the Colorado Parent and Child Foundation, providing access to training for our programs, and Colorado Bright Beginnings, also providing training and supplies to our home visitors.

**4. Best Practices**

Describe how your field defines best practices or effectiveness.

Best practice in the field of early literacy involves engaging parents as their children's first teachers and training them in child development and early literacy strategies so that they can support their child's learning.

Best practice in our field also means that a program is preparing students to read proficiently by third grade. This is an accepted education community goal because this benchmark is the most important predictor of high school graduation and career success. In a best practice program, the majority of students who are in a program can demonstrate this level of proficiency. Best practice programs also prepare students regardless of not having English as their first language for this level of proficiency.

Effectiveness in our field requires that we work in partnership with training organizations ensuring that only certified home visitors and staff are working with our families.

## 5. Policy Implications

Does the work of your organization have public policy implications? If so, describe.

The success of ours and other home visitation programs have already resulted in federal funding for home visitation as a proven approach to serving high risk families with health and education needs. There is a possibility of additional funding for home visitation at the state level and we continue to collaborate with our early childhood community to ensure that we are part of all state plans.

## 6. Organization Assessment and Outcomes

List the top **three to five** Activities your organization will undertake during the grant period to deliver on your mission. For each Activity, identify Time Frame, Outcomes, Success Measures and Measurement tools. Some Activities may have multiple Outcomes, Success Measures and Measurement Tools. Begin a new row for each Activity. For organizations with strategic and/or business plans, applicable contents of the plan may be cut and pasted into the template. This table should not exceed three pages.

<b>Activities</b> Actions or methods the organization will undertake during the grant period in any of the following areas that are applicable:	<b>Time Frame</b> Provide the time frame for each Activity within the grant period.	<b>Outcomes</b> Results or changes the organization expects its Activities will achieve. Outcomes may be short-term (shortly following the activity) or long-term (measured after time has passed).	<b>Success Measures</b> Observable measures that define success and indicate that the organization is making progress toward achieving its desired Outcomes.	<b>Measurement Tools</b> Methods and instruments the organization uses to collect information about Outcomes. For each, please indicate self-reported, third-party informal, third-party quasi-experimental or third-party experimental.
<b>Governance</b> Recruit, orient and train three new board members with legal, marketing or fundraising skills.	Within nine months	Our board will be stronger and better able to support and oversee the organization's work, especially in legal, marketing and fundraising areas.	Three new board members with appropriate skills and expertise will be recruited, oriented and trained within nine months.  All board members will report that the board is better able to support and oversee the organization's work.	Self-reported: We have a board self-assessment process every other year. This information is used in strategic planning.
<b>Management</b>				
<b>Financial Resources</b> Revise the development plan to include new funding sources.  Hire a grant writer to enhance fundraising capacity.	One year	New funding sources will be identified and secured.  Overall fundraising will increase.	Funding will be diversified by 10%.  30% more funds will be raised overall.	Self-reported: Development report will be required at every board meeting and effectiveness will be assessed annually.
<b>Programs</b>				
<b>Administrative</b>	One year	A new development database	Donor and prospect tracking	Self-reported:

<p><b>Systems</b> Research, identify, purchase and test a better development database system.</p>		<p>will allow us to better manage our relationships with existing donors and more effectively engage and track prospects.</p> <p>The new database will support our goal of increasing fundraising.</p>	<p>and development reports will be more accurate and thorough.</p> <p>30% more funds will be raised overall.</p>	<p>Board and staff will assess and monitor quality of development reports and funds raised overall.</p>
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