

CLEVELAND PUBLIC LIBRARY

Board Meeting

October 18, 2011

**RESOLUTION TO ACCEPT PNC FOUNDATION GRANT
FOR PRESCHOOL FINANCIAL EDUCATION INITIATIVE**

- WHEREAS, The PNC Foundation's priority is to form partnerships with community-based nonprofit organizations within the markets PNC serves in order to enhance educational opportunities for children, particularly underserved pre-K children; and
- WHEREAS, PNC's Grow Up Great program, a 10-year, \$100 million investment to help improve the school readiness of millions of children from birth to age five includes funds for grants to nonprofit organizations which work to directly improve children's school readiness; and
- WHEREAS, Cleveland Public Library is pleased to partner with the PNC Foundation to create a program for preschool children in northeast Ohio that will foster financial values so that preschool children participating in the program will learn basic financial concepts such as the importance of saving, spending and sharing, making choices about the value of people, things, and money; and
- WHEREAS, The financial education program will be incorporated into Cleveland Public Library's early literacy program, On the Road to Reading (OTRR), and will run for 18 months in 25 preschool classrooms in Cleveland i.e. Head Starts, Cleveland Metropolitan School District Pre-K classrooms, Homecare Centers, and independently run child care centers; now therefore be it
- RESOLVED, That the Cleveland Public Library Board of Trustees, pursuant to the authority set forth in R.C. §3375.40(K), hereby accepts the \$ 96,000.00 grant from the PNC Foundation to be paid over two (2) years in two (2) equal installments.



September 8, 2011

Mr. Felton Thomas
Director
Cleveland Public Library
325 Superior Avenue, NE
Cleveland, OH 44114

Dear Mr. Thomas:

The PNC Foundation is delighted to award the Cleveland Public Library (the "Grantee") a grant of \$96,000 (the "Grant") in accordance with the terms and conditions described below. If this letter (the "Grant Award Letter") correctly sets forth the Grantee's understanding of and agreement to the terms and conditions of the Grant, please countersign both copies of this letter where indicated below, return one of the copies to me along with a copy of your IRS determination letter, if you have not already submitted that letter to the PNC Foundation. Please retain the second copy of this Grant Award Letter for your files.

1. Use of Grant Funds. All Grant funds must be expended for charitable, scientific, literary, or educational purposes within the meaning of section 501(c)(3) of the Internal Revenue Code, as amended (the "Code"), and more specifically for a financial education program, as described more fully in the Grant Proposal/Description and budget attached as Addendum A. No part of the Grant may be used to intervene or participate in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office. This Grant is made only for the purposes stated herein. The Grant funds, as well as any interest earned thereon, may not be expended for any other purpose, without the PNC Foundation's prior written approval.

Grant funds must be expended in accordance with the itemized budget attached hereto in Addendum A. Any deviation from the line items within that itemized budget may not exceed \$ 1,000. Transfers within lines of the budget in excess of \$1,000 must be pre-approved by the PNC Foundation.

No part of the Grant may be used to carry on propaganda or otherwise attempt to influence legislation, including the conduct of voter registration drives.

No part of the Grant may be used to pay preexisting debts or obligations of the Grantee or administrative expenses of the Grantee. Any funds not expended or committed for the purposes of the Grant within the Grant Term (as defined in Section 2) must be returned to the PNC Foundation, together with any interest earned thereon.

2. Grant Term. The Grant Term commences as of the date of this Grant Award Letter and ends on September 30, 2013, unless the Grantee obtains written permission from the PNC Foundation for an extension of the Grant Term and requests such extension more than sixty (60) days prior to the expiration of the Grant Term.

3. Payment of Grant Funds. This Grant of \$96,000 will be paid to the Grantee over two (2) years, in two (2) equal installments. Installments shall be paid in accordance with the following schedule (dates are approximate):

First Installment of \$48,000 to be paid by September 30, 2011.

Second Installment of \$48,000 to be paid by September 30, 2012.

With respect to the Second Installment of the Grant and all subsequent installments, payments shall be contingent with the Grantee's submission of satisfactory and timely reports, as described in Section 7 below.

4. Quality of Work. Throughout the Grant Term, the PNC Foundation will monitor the quality of work performed under this Grant and the Grantee's progress toward achieving the stated goals of the Grant. The PNC Foundation is entitled to monitor Grant progress through on-site visits to the Grantee. The Foundation may also require the Grantee to furnish evidence of Grant progress in addition to the information contained in the Grantee's Grant Reports (as defined in Section 7), including but not limited to evidence of the Grantee's continued commitment of personnel to the work covered by the Grant. If the PNC Foundation is not satisfied with the quality of the work performed or progress towards the stated Grant goals, or concludes that continuation of the work is not in the best interests of the public, or that the Grant funds have been used inappropriately, the PNC Foundation may, in its sole discretion: withhold funds until the Grantee has addressed the PNC Foundation's concerns to the Foundation's satisfaction, or the Foundation may elect to terminate the Grant.

5. Certification of Tax Status. The Grantee certifies that it holds a determination letter issued by the Internal Revenue Service recognizing the Grantee to be qualified under section 501(c)(3) of the Code and classified as a public charity under section 509(a)(1), section 509(a)(2), or section 509(a)(3)(B)(i) (a "Type 1" supporting organization), or section 509(a)(3)(B)(ii) (a Type 2 "supporting organization") and that Grantee continues to qualify for such status. Grantee further certifies that receipt of this Grant shall not cause the Grantee to lose its classification as a public charity. Alternatively, the Grantee certifies that the Grantee is a state or political subdivision within the meaning of section 170(c)(1) of the Code or a state college or university within the meaning of section 511(a)(2)(B) of the Code. The Grantee certifies that throughout

the Grant Term, the Grantee shall comply with the provisions of the Code and the regulations thereunder.

6. Notification of Any Change in Tax Status. The Grantee certifies that the Grantee will immediately inform the PNC Foundation concerning any change or challenge to the Grantee's tax status or public charity classification, or any change that would cause the Grantee to no longer qualify for the tax status and/or the public charity classification included in the determination letter submitted with this Grant Award Letter.

7. Reporting. The Grantee shall submit complete interim reports ("Grant Reports") containing a narrative account of what was accomplished by the expenditure of funds (including a description of progress made toward achieving the goals of the Grant), and a detailed financial accounting of the use Grant funds on or before July 31 of each year of the Grant Term. The Second Installment Payment of the Grant and each subsequent installment are contingent upon the Grantee's timely submission of a complete Annual Report to the PNC Foundation. The Grantee shall submit a final Grant Report containing a narrative account of all the Grant accomplishments, and a detailed and complete financial accounting of the use of all Grant funds no later than December 31, 2013. In addition to these reporting requirements, the PNC Foundation, in its sole discretion, may request additional reports. The Grantee acknowledges that it will make Grantee personnel available as the PNC Foundation may reasonably request to confer with PNC Foundation staff and consultants regarding expenditures, records, and progress towards the goals of the Grant.

8. Records. The Grantee shall maintain books and records relating to receipts and expenditures of the Grant funds, all Grant Reports submitted in accordance with Section 7 of this Grant Award Letter and supporting documentation for a period of four (4) years after the end of the Grant Term.

9. Acknowledgement of Support. The Grantee agrees to acknowledge the PNC Foundation's Grant in a manner consistent with and similar to recognition provided to grants of similar size and nature. To that end, Grantee will work with the Client and Community Relationship Director for the PNC Foundation for Grantee's market such that the Grantee and the PNC Foundation shall mutually agree on recognition to be provided within thirty (30) days from the date of Grantee's execution of this Grant Award Letter.

10. Withholding and Termination Rights. The PNC Foundation reserves the right, in its absolute discretion, to withhold Grant funds or permanently terminate this Grant as a result of the Grantee's violation of the terms and conditions of this Grant Award Letter, including but not limited to: any failure to execute the work described in the Grant Proposal, failure to provide reports within sixty (60) days of their due date, or any change in the Grantee's tax status. The PNC Foundation may withhold funds until any violations of the terms and conditions of this Grant Award Letter have been addressed to the PNC Foundation's satisfaction, or alternatively the PNC Foundation may elect to terminate the Grant. In the event of termination of the Grant for any reason, the PNC Foundation will not provide the Grantee with any additional Grant installments. The PNC Foundation

reserves the right to require the return of any previously distributed Grant funds not expended in accordance with the terms and conditions of this Grant Award Letter. Grantee acknowledges that the PNC Foundation has standing to enforce the terms of this Grant Award Letter.

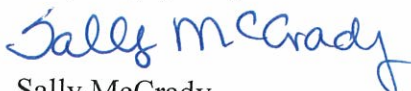
11. No Support of Terrorism. The Grantee shall not promote or in any manner support terrorism, terrorist activities, the destruction of any state, or violence against the citizens of any state, nor shall the Grantee knowingly transact business with any entity that promotes or in any manner supports such actions.

12. Entire Agreement. This Grant Award Letter sets forth all the terms and conditions of the Grant and replaces all prior understandings and agreements. Amendments or modifications of this Grant Award Letter are only effective if made in writing and executed by authorized representatives of the Grantee and the PNC Foundation.

13. Applicable Law. This Grant Award Letter will be construed in accordance with the laws of the Commonwealth of Pennsylvania.

On behalf of the PNC Foundation, I extend every good wish for the success of this important project.

Very truly yours,



Sally McCrady
Vice President

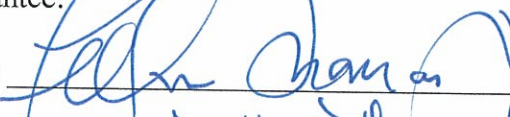
Acknowledged and agreed to:

Grantee:

By:

Name Printed:

Title:


Kellon Thomas, Jr.
Director

Date:

September 19, 2011

ADDENDUM A

GRANT PROPOSAL & BUDGET



CLEVELAND PUBLIC LIBRARY

325 Superior Ave.
Cleveland, Ohio, 44114

**Grant Proposal
Submitted to the**

PNC Foundation

**for the
Preschool Financial Education Initiative
July 11, 2011**

**Grant Contact:
Merce Robinson
Grants & Development Coordinator
216-623-2831
Merce.Robinson@cpl.org**

Table of Contents

Proposal Summary..... 1

Proposal

Organizational Mission, History..... 2
Capacity, Community Partnerships..... 3
Program Description..... 4
Activities with Cuyahoga County Public Library..... 5
PNC Staff Participation..... 5
Timeline..... 6
Budget..... 7
Evaluation..... 8
Sustainability..... 9

Attachments

- A: Job Description for Project Coordinator*
- B: Cleveland Public Library Board of Trustees*
- C: Tax-Exempt Status Letter*
- D: Recent Contributions*
- E: Board-Approved Organizational Budget for Current Year*
- F: Verification of Good Legal Standing*

Proposal Summary

Cleveland Public Library is pleased to partner with the PNC Foundation to create a program for preschool children in northeast Ohio that will foster financial values. Preschool children participating in the program will learn basic financial concepts through activities that focus on the importance of saving, spending and sharing, making choices about the value of people, things, and money.

Cleveland Public Library's proposes a project with the following activities:

- The financial education program will be incorporated into Cleveland Public Library's early literacy program, On the Road to Reading (OTRR). Once a month OTRR staff will visit pre-school classrooms that participate in the OTRR program and feature an activity/lesson on basic financial concepts.
- The OTRR financial education program will follow a curriculum based on the PNC Grow up Great in partnership with Sesame Workshop, "For me, for you, for later: First steps to spending, sharing, and saving™." The program will run for 18 months in 25 preschool classrooms in Cleveland i.e. Head starts, Cleveland Metropolitan School District Pre-K classrooms, Homecare Centers, and independently run child care centers.
- The Project Coordinator will conduct programs for preschoolers at all 28 branches at least twice at each branch during the grant project.
- The "For Me For You For Later" kits will be used throughout the Library's grant programs. A total of 2,000 kits are requested from PNC for use in the project.
- Books for preschoolers on math/financial themes will be purchased to expand the book set collection for the OTRR classes.
- Cleveland Public Library and Cuyahoga County Public Library will work collaboratively to share museum exhibits and to plan and present a Family Financial Fair during the grant period.
- PNC volunteers may be asked to help assist in setting up activities related to the monthly lessons, visit a branch to assist in a financial education program, or offer assistance at the Family Financial Fair at the Zoo.

Organizational Mission and History

The mission of the Cleveland Public Library is to be the best urban library system in the country by providing access to the worldwide information that people and organizations need in a timely, convenient, and equitable manner.

From its founding on February 17, 1869, Cleveland Public Library has played an integral part in the cultural and educational life of Northeast Ohio. With one of the largest and most extensive public library collections in the country—more than ten million items—Cleveland Public Library is used by researchers and scholars from around the world. The collection was built over the years by a succession of dedicated and visionary people who transformed a humble library into the illustrious institution that it is today. The Cleveland architectural firm of Walker & Weeks designed the new library that opened to the public in 1925. Seventy-two years later, the Library added a second building to the Main Library, a ten-story wing named in honor of Congressman Louis Stokes. The two buildings are separated by the Eastman Reading Garden, a cherished and popular green space in downtown Cleveland.

While building its research collection downtown, the Library did not neglect the needs of children and families in the neighborhoods of Cleveland. Neighborhood service began in 1892 when Library Trustees opened the West Side Branch in Ohio City. Today, 28 branches offer service across the city. Additional services are provided by a bookmobile that stops at over 40 senior centers and other agencies in the city's neighborhoods, and an early childhood literacy van that visits daycares and Head starts. Patrons who are not able to leave their homes are served by the Library's Homebound Services that mails books and other materials directly to them free of charge. In a like manner, visually impaired patrons in all 88 Ohio counties are served by the Ohio Library for the Blind & Physically Disabled, a service that dates back to 1903.

In addition to being known for its research collection and exemplary neighborhood service, Cleveland Public Library is known for being a leader in library technology and resource sharing. The Library's automation system is shared by a network of 31 library systems in northern Ohio called CLEVNET. *KnowItNow24x7*, Ohio's collaborative online reference service, is based at Cleveland Public Library and administered by library staff. Internet access is available on over 400 public computers throughout the Cleveland Public Library system.

In 2010, Cleveland Public Library was ranked one of the top five libraries in the country as the result of receiving the highest possible rating of five stars from the national industry publication, *Library Journal*.

Capacity, Community Partnerships

As one of the larger urban libraries in the country, Cleveland Public Library provides convenient access to its programs and resources. There is a branch within walking distance of nearly every one of Cleveland's 427,393 residents. According to the Library's last annual report, published in 2010, more than 4.1 million people visited a Cleveland Public Library and patrons borrowed more than 6.8 million items.

Cleveland is a city filled with incredible resources and possesses a rich admirable past. It was once labeled as the "best location in the nation" and was the envy of other large cities in the United States. But by the end of 2009 the city of Cleveland gained a ranking with other U.S. cities that was far from admirable. Cleveland was ranked the 12th poorest city among places of at least 65,000 people and second poorest among America's big cities. (U.S. Census Bureau, September 2010). The Census report also stated that more than half of Cleveland's children, 51.3 percent, are growing up in poverty. Designing and crafting programs to meet the needs of Cleveland's youth suffering the consequences of poverty is a high priority for Cleveland Public Library.

For the past three years Cleveland Public Library has partnered with Children's Hunger Alliance, a state-wide, non-profit organization committed to eradicating childhood hunger to address an unfortunate offshoot of poverty – hungry children. During the summer children no longer have access to USDA school lunch programs. With 29 locations, Cleveland Public Library understood the need to have the summer lunch program at all of its neighborhood branches. During the past three summers, more than 55,000 lunches were served through the Library's participation. Literacy activities are also components of the summer lunch program. Story programs and summer reading clubs presentations have been scheduled immediately after the lunch program to involve groups of children in the libraries. Currently the Library is piloting an after-school snack program at two branches to offer hungry children healthy and nutritious snacks.

Supporting youth in preschool through high school is another major priority of the Library and one of its goals is to increase the number of strategic partnerships with groups supporting children and teens. For the past two years Cleveland Public Library has been a Lead Agency in the youth network called MyCom. MyCom, meaning My Community, My Commitment, is a public-private initiative to support children through critical periods of their development. Programs and services are created for youth with the ultimate goal of having children graduate from school prepared to enter adulthood and to lead successful lives.

This year more than \$500,000 was awarded to the Library by the government of Cuyahoga County and the Cleveland Foundation to re-grant monies to local organizations to present programs in the area of transitions for youth.

Program Description

In 2006, Cleveland Public Library (CPL) created a mobile early childhood literacy program, *On the Road to Reading* (OTRR). This service to the youngest patrons, birth to five years of age, uses the American Library Association's program, *Every Child Ready to Read* early childhood literacy program. In 2010, OTRR conducted 629 story time visits with an attendance of 7,284 children. The story time sessions focus on teaching early literacy concepts to children and their caregivers. In addition to story times OTRR enriches classroom settings by providing a monthly book collection and story time outlines that explain reading techniques to help aid in expanding literacy in the classroom.

With this mission in mind, OTRR wants to evolve its current curriculum of early literacy to include activities/lessons on financial education. The need to train children on financial basics is evident with so many adults in Cleveland struggling to understand financial issues.

The OTRR financial lessons will utilize the materials produced by PNC Grow Up Great in partnership with Sesame Street Workshop, "For me, for you, for later: First steps to spending, sharing, and saving[™]." OTRR will select 25 classrooms with children ages three to five to take part in an 18-month early literacy curriculum that features both reading and financial concepts.

OTRR wants to create a program instructing children how to earn, save and eventually enjoy spending their money on a mobile store*. Each classroom will receive their own piggy bank to put their "Grow Up Great Dollars" as they earn money throughout the program. Children will earn money by memorizing rhymes and answering questions correctly about financial basics and stories read to them during story time. To maintain a non-competitive atmosphere classrooms will work together to earn the dollars as a group. Children will save their money to place money into their spend section of the bank to buy items once the store arrives at the end of the program.

*The Mobile Store will be located on the Cleveland Public Library's Bookmobile, and for two weeks during the grant period the Bookmobile will be transformed in to a child friendly store. Inside the store there will be items for the children to purchase with the library Grow up Great Dollars they earned during the program. Children will be assisted by Mobile Services and Outreach staff, PNC volunteers, and their preschool teachers who will act as sales associates helping children with their counting and purchases.

CPL would also like to make the financial activities available in the branches. The Project Coordinator will help provide lesson plans to all youth service emphasis staff in the library system. At least two financial education activity sessions will be presented at all 28 branches for preschool children and their families during the grant term. This will create the opportunity to reach greater numbers of children and caregivers in the Cleveland community.

Picture books having financial or math concepts as a theme will be purchased and added to the 100 existing books sets, so that preschool instructors can have access to books to share with children between visits by the Library staff.

Collaborative Activities with Cuyahoga County Public Library

CPL is pleased to have this opportunity to work with CCPL to increase the scope of the financial education project to preschoolers in northeast Ohio.

CPL will work with CCPL to present in July 2013 a free, fun, family event at the Metro Parks Zoo. The event will be open to families that have participated in the program and tickets for the event will be distributed to families at CPL, CCPL branches and possibly PNC locations.

CCPL will coordinate the renting of two exhibits on financial topics and share them with CPL. CPL will have the exhibits at east and west side locations in their system and incorporate educational family sessions with the exhibits.

PNC Staff Participation in the Program

The library will seek help from PNC volunteers on the monthly financial education days at day care centers. OTRR staff will break the children up into small groups and PNC volunteers will assist the staff in handing out the "Grow Up Great money".

PNC volunteers may be asked to assist in setting up activities related to the monthly outreach sessions or to visit a branch to assist in a financial education program. PNC staff can assist with the hosting of the exhibits at CPL locations, and could also be used at the Family Financial Fair at the Zoo event.

Program Timeline

2011

October 2011 – PNC Grant Announcement

October – November 2011 –
Project Coordinator recruited, hired, trained
(*See Attachment A for job description*)

November – December 2011
Writing of Program Curriculum
Ordering of Materials, Incentives, Books
Orientation of Branch Staff
Schedule for 2012 completed
Booklists Written
Promotional Materials Designed, Printed

2012

January - December 2012 –
On the Road to Reading sessions presented
CPL Branch sessions
Joint Exhibits with CCPL at CPL sites

2013

January – June 2013
CPL Branch sessions
Planning for Family Financial Fair @ Zoo

June or July 2013
CPL and CCPL Family Financial Fair @ Zoo
Project Ends
Evaluation completed

Project Budget

Staff

Project Coordinator, part-time \$25,000
\$24.00 per hour (includes base pay and benefits)
12 hours a week for 21 months

Picture Books on Finance/Math..... \$10,000
3 books for 100 *On the Road to Reading* book sets
300 books @ \$15.00

Project Incentives..... \$ 25, 000
Prizes for Mobil Unit Store
Piggy Banks for Classrooms
Incentives at Branch Sessions
CCPL and CPL Exhibits

Printing.....\$ 5,000
Booklists, Flyers, Stickers,

Family Literacy Event@ Zoo..... \$ 30,000
Refreshments, Performers, Give-Aways, Tent Rentals,
Craft Materials

Travel, Mileage..... \$ 1,000
"Train the Trainer" in Pittsburg, PA
Project Coordinator's Mileage

TOTAL.....\$96,000

Evaluation

Expected Outcomes

Preschool children participating in the program will learn basic financial concepts through activities that focus on the importance of saving, spending and sharing, making choices about the value of people, things, and money.

Monthly attendance records will be kept for all programs and sessions related to the PNC grant project. Evaluation of the project will use both qualitative and quantitative measures.

- Through the *On the Road to Reading* program the proposed financial education component will offer approximately 25 sessions per month with a total of 450 sessions during the 18 months of instruction. Total attendance numbers for the grant program should reach 4,000 (25 sessions each month X an estimated 20 children per class X 18 months = 4,000).
- In addition, the public programs held at each of the 28 branches twice during the 18-month instructional period should result in an attendance total of 1,500.
- The proposed joint Family Financial Fair with Cuyahoga County Public Library (CCPL) at the Zoo should have an attendance of 10,000 – 12,000 (Annual CPL Zoo day attendance has averaged 4,000 a year for the past 10 years).

The Project Coordinator will develop two separate brief surveys to administer to daycare staff and parents/caregivers. The surveys will be given at the conclusion of the series of programs and after each public branch program to determine if information or knowledge of financial values were retained.

Qualitative measure will include observation of daycare staff/children and parents/children and collection of anecdotal information by CPL staff.

The Family Financial Fair event will offer an opportunity to survey adults and children about their level of financial knowledge. Survey tools will be developed specifically for the event.

A final report that includes the above mentioned measures will be compiled at the conclusion of all grant activities.

Sustainability

Library operating funds will be budgeted for staff, benefits, vehicle maintenance, fuel and mileage to continue and support the *On the Road to Reading* component of the grant project. Financial education in a modified form will be imbedded into the early childhood mobile unit curriculum in the future. The picture book collection purchased for the grant will be maintained and replaced as needed.

Discussion will also take place about incorporating financial inter-active activities into the proposed Discovery Center planned for the Main Library re-design project