

FY 2017/18 DISPARITY FUNDING APPLICATION

Note: Please complete this form for **each** proposed project. Please refer to the application instructions for clarification for any of the following questions.

Please check the box that describes your organization		
<input type="checkbox"/> Regional Center	<input checked="" type="checkbox"/> CBO, 501(c)(3)	<input type="checkbox"/> CBO, non-501(c)(3)

A. Grantee Information

1. Name of Organization/Group	2. Date
Designated Exceptional Services for Independence (D.E.S.I.)	10-25-2017
3. Primary Contact (Name)	
Elizabeth Jinzo	
4. Mailing Address	
4779 Whittier Blvd.	
5. E-mail Address	6. Phone Number
liz@desiserve.org	323-780-1920
7. Brief Description of the Organization/Group (organization type, group mission, etc.). Please include details about the organization/group's vision and how it ties to the targeted population.	
<p>Designated Exceptional Services for Independence, commonly known as D.E.S.I., is a 501-C3 organization which was founded in 2008 to help support families with children and young adults with intellectual disabilities. D.E.S.I. strives to help these individuals live independent lives through education, job development, and community engagement. D.E.S.I. provides services to hundreds of families throughout Los Angeles County as both a Regional Center vendor and an outreach and resource hub for community integration and wellness. D.E.S.I. is committed to educating others about the transformative power of education and accessing resources to live independent lives.</p> <p>DESI_Serve is a multi-faceted online platform and communication network focused on Latinos about raising awareness about services available to individuals with intellectual disabilities-- as well as the need for increased involvement from all key partners. By presenting authentic voices of Latino and Latina parents/guardians of the intellectually disabled, educators, students and activists giving voice to greater inclusion and support for the intellectually disabled. We intend to grow with targeted investment in a digital video strategy, convenings, support networks and trainings. The platform consists of the D.E.S.I. e-Newsletter, Desiserve.org Blog, social media postings on Facebook, Instagram and Twitter, as well as content published elsewhere on the web.</p>	

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B. Project Information

1. Project title
"Puente al Centro Regional" (Bridge to Regional Center)
2. Describe how the target population is an underserved population.
D.E.S.I. will target individuals/families in the Spanish-speaking community with low English literacy who may not be aware of or understand how to apply for Regional Center services. The project will be focused on serving monolingual, economically disadvantaged households that lack sufficient access to available supports and resources.
3. Describe the project and its goals/objectives. <i>*Complete the Schedule of Development/Activities Worksheet (Attachment C) and include with your application.</i>
<p>Our project is to use the D.E.S.I. platform to educate Latinos about accessing Regional Center services. Recent POS Data provided by Regional Centers to the community show a sizable disparity in the rate of growth for Latinos when compared to other races; for example, 2015/2016 POS data from the Eastern Los Angeles Regional Center reveals a growth rate of only .88 percent for Latinos (compared to 5.2 percent for White and 5.4 percent for Asian). Even after taking into account relevant socio-economic factors, the disparity remains, due to a lack of accessible resources and supports for the Latino community to learn about accessing and navigating Regional Center services.</p> <p>In response, D.E.S.I. will develop and translate a variety of written materials and video publications to address Spanish-speaking families with no authorized services. Information will be provided in a culturally-sensitive, easy-to-understand format, utilizing plain language and personally engaging topics (such as utilizing person-driven storytelling to communicate relatable success stories of Regional Center consumers and their families).</p> <p>D.E.S.I. will also promote, host and/or attend outreach events throughout Los Angeles County, where families will have the opportunity to interact with D.E.S.I. staff and receive additional information about Regional Center opportunities. D.E.S.I. will leverage its grassroots network of organizers and community partnerships to ensure that the target audience is reached, with the goal of increased awareness of Regional Center services in underserved areas among Latino community members.</p> <p>1. D.E.S.I. will expand its digital strategy with videos and targeted social media buys.</p> <p>a. Resources to support the creation of videos of Latino community members educating the Latino community about the importance of Regional Center services. This will include the coordination and creation of 5 professional videos up to 1.5 minutes each to highlight general knowledge (such as why it is important to utilize Regional Center services) as</p>

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well as specific information on topics such as application for services, assessment and diagnosis, early start, services available by age, accessing generic resources, information about transitions and demonstrations/simulations of various services.

We will also have a point-person who will be responsible for creating Facebook Live and similarly engaging videos for the D.E.S.I. Facebook page and D.E.S.I._Serve platform. The resources will include the D.E.S.I. Promotora who will be focused on following up and coordinating with parents throughout priority areas to get them on video. We will be purchasing our own video equipment and accessories to ensure we have our own set-up whenever we need it and not have to be limited by videography contractors' availability.

b. Resources to support the distribution of videos on social media. Our efforts will be focused on distributing the videos on social media and creating excellent digital content. Targeted distribution is going to be critical. We want to make sure to have digital staff focused on creating digital content, short videos, filters, geo-tags and the like. In addition, we want to have the digital staff focused on purchasing targeted media buys.

c. We will also engage a talented a graphic designer whose expertise is working with the Latino community, educational messaging. We will produce 35 unique pieces for social media distribution and earned media.

2. Coordinate "Puente al Centro Regional" talks in key communities to leverage with platform.

a. Resources to support quarterly on-the-ground events including pop-ups, meet-ups, and panel discussions in key communities to discuss accessing and navigating Regional Center resources. Each event will be supported by a community organizer and will engage 350 parents and thought leaders in total.

b. Public relations and earned media outreach. We believe we'll be able to leverage earned media through the community events we are organizing. We will have a media outreach specialist working with us to pitch stories to the traditional press in both Spanish and English. We trust that the conversations and different angles that we create will be interesting to the press which will result in earned media placements in print, radio and television. Our goal is to secure 5 traditional media placements.

c. D.E.S.I. will employ the "Promotora" model by hiring an outreach specialist in order to address the particular challenges and/or preferences of the target group. The Promotora will be responsible for engaging "Éxito del Centro Regional" audiences on an individual

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level and following up with them to encourage Regional Center registration. The Promotora will meet with community members as needed for further engagement.	
4. How will the project address and incorporate the input of the community it aims to serve?	
In addition to providing additional information about accessing Regional Center services and referring interested candidates to the proper Regional Center/DDS contact, the D.E.S.I. Promotora will collect and process audience feedback and provide this information to other staff engaged in the production of project materials and resources.	
5. Describe how the project's effectiveness will be measured. What type of data will be collected (qualitative or quantitative)?* Complete the Project Measures Worksheet (Attachment D) and include with your application.	
D.E.S.I. will collect data relevant to the success of the project, including (but not limited to): Number of community members who receive information about regional center services through the project (both digital and in-person); Results of pre-test/post-test of participants' familiarity with regional center services; Documentation of guest speakers and other influencers present in face-to-face project activities; Documentation of pledges from audience members who plan to apply for Regional Center services (and subsequent follow-up data by the D.E.S.I. Promotora).	
6. Where will your project be implemented (counties, cities, neighborhoods, etc.)?	
All of the project components will be implemented in underserved communities throughout Los Angeles County, such as Los Angeles and East Los Angeles, Bell, Boyle Heights, Downey, Huntington Park, Maywood, Montebello, Pico Rivera, South Gate, Whittier, and adjacent communities.	
7. Project Type	
<input checked="" type="checkbox"/> Outreach (community events, child find, seminars, etc.) <input type="checkbox"/> Education (workshops, trainings, support groups, etc.) <input type="checkbox"/> Promotores (parent liaisons, mentors, cultural brokers, etc.), <input type="checkbox"/> Other:	
8. Estimated number of people the project will reach/impact	
350	
9. Timeline of project (start and end dates)	
1/1/18 - 12/31/18	
10. Amount requested <i>*Please complete the Budget Worksheet (Attachment D) and include with your submission.</i>	10a. Funding frequency (check one):
\$ 96,525	<input checked="" type="checkbox"/> Annual Cost** or <input type="checkbox"/> One-time Cost

* Please include any related documents that will provide evidence of strategies, measures, and data that will be used to evaluate effectiveness of the program.

** Future funding is not guaranteed for projects that require an ongoing, annual cost.

DISPARITY FUNDING PROPOSAL – SCHEDULE OF DEVELOPMENT/ACTIVITIES WORKSHEET

Completed worksheets shall be submitted with the funding application. List all key staff and activities, and identify the quarter that each activity will occur. More than one copy of each worksheet may be submitted if additional space is required. *Please see Attachment C-1 for a sample worksheet.*

Project Title: "Puente al Centro Regional" (Bridge to Regional Center)									
Objective: Increase awareness of Regional Center services in underserved areas among Latino community members.									
Issue(s) being addressed: Application for services, assessment and diagnosis, early start, services available by age, acquiring generic resources, information about transitions and demonstrations/simulations of various services.									
		2018				2019			
Activity	Staff	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
		1/1/18-3/31/18	4/1/18-6/30/18	7/1/18-9/30/18	10/1/18-12/31/18	1/1/19-3/31/19	4/1/19-6/30/19	7/1/19-9/30/19	10/1/19-12/31/19
Execute grant agreement with DDS.	Executive Director	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hire video producer/editor to create digital materials in Spanish and English	Executive Director/Project Coordinator	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hire digital artist to produce materials for social media campaign	Executive Director/Project Coordinator	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hire D.E.S.I. Promotora for one-to-one audience engagement	Executive Director/Project Coordinator	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identify locations for community workshops	Project Coordinator	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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		2018				2019			
Activity	Staff	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
		1/1/18-3/31/18	4/1/18-6/30/18	7/1/18-9/30/18	10/1/18-12/31/18	1/1/19-3/31/19	4/1/19-6/30/19	7/1/19-9/30/19	10/1/19-12/31/19
Coordinate logistics for each workshop (location, time, date, supplies needed)	Project Coordinator	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Develop sign-in sheets, contact lists, and regional center contact cards for families	Project Coordinator	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Create and distribute flyers and use social media to advertise workshops	Digital Artist	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Note: Monthly intervals may also be used, rather than quarterly as shown in this sample. For projects shorter than 6 months, DDS may require monthly reporting. Please use as many copies of this worksheet as needed

DISPARITY FUNDING PROPOSAL – SCHEDULE OF DEVELOPMENT/ACTIVITIES WORKSHEET

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		2018				2019			
Activity	Staff	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
		1/1/18-3/31/18	4/1/18-6/30/18	7/1/18-9/30/18	10/1/18-12/31/18	1/1/19-3/31/19	4/1/19-6/30/19	7/1/19-9/30/19	10/1/19-12/31/19
Host 4-5 quarterly community workshops (at least one per quarter)	D.E.S.I. Promotora	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Prepare and submit quarterly report to DDS	Project Coordinator	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Produce and help distribute video footage to support ongoing participation	Videographer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Gather pre-test/post-test data, number of participants invited, number of participants who	Project Coordinator	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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		2018				2019			
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		1/1/18-3/31/18	4/1/18-6/30/18	7/1/18-9/30/18	10/1/18-12/31/18	1/1/19-3/31/19	4/1/19-6/30/19	7/1/19-9/30/19	10/1/19-12/31/19
attended each workshop									
-Perform follow-up engagement with audience members from past workshops and make calls to interested parties to receive RSVPs for future events	D.E.S.I. Promotora	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-Prepare and submit final report to DDS	Project Coordinator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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DISPARITY FUNDING PROPOSAL – PROJECT MEASURES WORKSHEET

Completed worksheets shall be submitted with the funding application. List all activities and the qualitative and quantitative measures of outcomes. More than one copy of each worksheet may be submitted if additional space is required. *Please see Attachment D-1 for a sample worksheet.*

Project Title: "Puente al Centro Regional" (Bridge to Regional Center)	
Objective: Increase awareness of Regional Center services in underserved areas among Latino community members.	
Issue(s) being addressed: Application for services, assessment and diagnosis, early start, services available by age, generic resources, information about transitions, demonstrations/simulations of various services.	
Activities	<ol style="list-style-type: none"> 1. We will produce 35 unique pieces for social media distribution and earned media. 2. D.E.S.I. will host/participate in 5 on the ground events including pop-ups, meet-ups, and panel discussions in key communities to discuss accessing and navigating Regional Center resources. 3. D.E.S.I. will produce and distribute 5 videos up to 1.5 minute professional videos to familiarize the Latino community to Regional Center services. 4. D.E.S.I. will employ the "Promotora" model of outreach by hiring an outreach specialist ("D.E.S.I. Promotora") who will engage the audience members in their shared community for further enagement.
Measures of Outcomes	<ol style="list-style-type: none"> 1. Number of community members who receive information about Regional Center services through the project (both digital and in-person). 2. Results of pre-test/post-test of participants' familiarity with Regional Center services. 3. Documentation of guest speakers and other influencers present in face-to-face project activities. 4. Documentation of pledges from audience members who plan to apply for Regional Center services (and of subsequent follow-up activities by the D.E.S.I. Promotora).

PROJECT BUDGET WORKSHEET

Budget worksheet should reflect the total amount of funding needed for the duration of the project. More than one worksheet may be submitted if additional space is needed.

Project Title
"Puente al Centro Regional" (Bridge to Regional Center)
Project Duration (start and end date)
1/1/18 - 12/31/18

Description	Cost
Salary/Wages and Benefits	
Project Coordinator	\$15,000
Video Coordinator - Identify and coordinate video shoots. Responsible as lead on live videos throughout the awareness campaign.	\$5,000
Videographer, video editing (Contractor) - Resources to support the creation of videos of parents, leaders going on the record.	\$25,000
D.E.S.I. Promotora- Responsible for hosting community events and ongoing outreach to interested families, as well as coordination with Regional Center.	\$10,000
Public relations staffing responsible for pitching stories.	\$7,500
Operating Expenses	
Rent	\$7,500
Utilities	\$2,050
Telephone	\$2,500
Postage	\$700
Printing/Reproduction	\$850
Administrative Expenses	
	\$
	\$
	\$
	\$
	\$
Additional Expenses	
Resources to support 5-10 on the ground events including pop-ups, meet-ups, coffee chats, in key communities to discuss the importance of accessing RC services (\$1,000 each).	\$10,000
Purchase of camera, video editing software, hardware and accessories (internal capacity)	\$5,500

Office Supplies	\$925
	\$
	\$
Project Budget Total	\$96,525

PROJECT BUDGET WORKSHEET

Budget worksheet should reflect the total amount of funding needed for the duration of the project. More than one worksheet may be submitted if additional space is needed.

Project Title
"Puente al Centro Regional" (Bridge to Regional Center)
Project Duration (start and end date)
1/1/18 - 12/31/18

Description	Cost
Salary/Wages and Benefits	
Graphic designers who will be responsible for creation of social media content, graphics for Facebook, Instagram, Twitter and Snapchat.	\$4,500
Video-Bloggers and writer who will be responsible for writing content focused on importance of accessing Regional Center Services and elaborating on relevant topics mentioned elsewhere in application.	\$2,000
	\$
	\$
	\$
Operating Expenses	
	\$
	\$
	\$
	\$
	\$
Administrative Expenses	
	\$
	\$
	\$
	\$
	\$
Additional Expenses	
	\$
	\$
	\$
	\$
	\$
Project Budget Total	\$96,525