

The Evjue Foundation is a charitable foundation in Madison that supports programs that connect UW-Madison with the community.

Madison Writing Assistance (MWA) provides individual writing consultations to community members at various sites around Madison.

THE EVJUE FOUNDATION, INC. APPLICATION FORM

Organization: Madison Writing Assistance (MWA)
Address: 600 North Park Street, Madison, WI 53706
Grant contact person: Nancy Linh Karls, Director
Telephone: 608-263-3774 (office) or [REDACTED] (cell)
Email: nkarls@wisc.edu
Board of Directors: Nancy Linh Karls, Brad Hughes
Amount requested: \$ 19,733.30

This first question is one that is specific to the Evjue Foundation's grant proposal, and the writer strategically uses the response to summarize the existing MWA program and its achievements.

Has your organization received a grant in the past from our foundation? If so, please list the year and amount and provide a one paragraph explanation of how the money for the most recent grant was used as well as describing the outcome of that activity.

We are grateful for Evjue's past support, including \$14,000 in 2016, which enabled us to provide weekly, one-to-one writing assistance at six libraries and neighborhood centers: Goodman Library (S. Park St.; two shifts/week), Hawthorne Library (E. Washington Ave.), Lakeview Library (N. Sherman Ave.), Pinney Library (Cottage Grove Rd.), Sequoya Library (Tokay Blvd.), and the Meadowood Neighborhood Center (Raymond Rd.). Working to address the achievement gap and disproportionate rates of employment, MWA instructors provided job, computer, and general writing assistance to community members with a wide range of literacy needs. Patrons reported overwhelmingly positive experiences, which often resulted in new or improved employment, admission to college and other academic programs, and other concrete impacts on their lives.

Briefly supply us with the following (use back if necessary):

1. Summarize the purpose, objective and the impact of the grant request on our community

PURPOSE: The mission of MWA is "to help Madison-area residents use the written word to live rich and productive lives." For nearly 20 years, the program has distinguished itself as a robust source of writing support by providing free, one-to-one assistance with writing of all kinds, helping writers learn rhetorical strategies and develop skills they can apply to current and future writing projects. Functioning as a strong bridge between UW-Madison and the local community, MWA is open to everyone at libraries and neighborhood centers throughout Madison and aims to prioritize those who are underprivileged in some way. MWA instructors work with youth through senior citizens, including many individuals with immigrant, refugee, incarceration, and homeless backgrounds. MWA instructor Brian Knight notes, "Most of the people who come in for our services feel that they are in one way or another outside--outside of the job opportunities they yearn for, outside of the digital world often tied to those job opportunities, certainly outside the 'academic' world." MWA instructor Zach Marshall adds, "At the most basic level, many people who use our services don't have the skills or resources that employers . . . assume they have. Part of what MWA does is give people the chance to practice job and daily writing skills and all they entail in a supportive, low-stakes environment."

Including these quotes from MWA instructors simultaneously describes MWA's work and establishes its instructors as caring, insightful individuals who are committed to serving others.

OBJECTIVE: MWA strives to provide the kinds of writing assistance that members of our community need most. Moreover, we work to make that support accessible by meeting residents in their own neighborhoods. With our library and community center partners generously publicizing and providing space for our sessions, MWA is able to focus on providing individualized, quality writing instruction. Our instructors assist patrons with a wide range of writing needs, including job applications, resumes, and cover letters; letters to judges, parole officers, and landlords; school assignments, scholarship essays, and college applications; email, websites, and social media; grant proposals; scholarly writing; immigrant

This long list of the various texts that MWA instructors have assisted with provides unspoken evidence that MWA is achieving its mission to "help Madison-area residents use the written word to live rich and productive lives."

and refugee family histories; speeches and sermons; wedding vows, obituaries, and eulogies; as well as poetry, novels, and plays. In addition, MWA instructors are frequently invited to design and teach a range of writing workshops, such as a series of college essay application workshops for high school students at the Bayview Community Center and a series of employment writing workshops for the YWCA Empowerment Center's Construct-U and Y-Web training programs.

IMPACT: MWA is an extremely busy, sought-after program with a proven track record of directly enhancing people's lives in concrete and powerful ways, enabling members of our community to obtain crucial, individualized writing help that they simply cannot find anywhere else. Through over 500 sessions a year, MWA provides convenient access to this writing support at six locations in some of the city's most socioeconomically challenged neighborhoods. Investment in MWA results in those resources going far and in multiple directions, with patrons of all ages and backgrounds coming to depend on the customized instruction provided by our experienced staff. Recent patrons have described MWA as "amazing: competent, knowledgeable, and very rewarding" and "an awesome program for the community at large." One patron shared her gratitude that "I was received with kindness and they actually wanted to help me," while another noted, "I feel that [all MWA instructors] wish me well and want me to succeed. These teachers have given me hope and the courage to try."

MWA also provides significant benefits to our library and neighborhood center partners, as well as to our program's writing instructors. According to Lakeview librarian Katie Scharf, library staff are often "stretched" in addressing "time-consuming questions," and "to be able to refer some of these to the MWA staff, whom we trust and whose skills we can count on, means everything." Chris Wagner, recently retired Staff Librarian at Goodman Library, shares, "Of all the auxiliary adult services offered at the library . . . Madison Writing Assistance remains the most valuable one from the perspective of both staff and patrons." Janetta Pegues, Library Manager at Goodman Library, concurs, "We are so grateful you provide this essential service to the community. This is an ideal partnership, and we would love for it to continue forever!" Meanwhile, MWA instructors gain a unique opportunity to work with community members beyond the university setting--an experience that often proves transformative in shaping their own career paths and professional goals.

The section builds the case for MWA's impact by using both impressive numbers and personalized testimonials; it effectively merges quantitative and qualitative rationale.

2. Total budget for your project and other sources of financing

For 2017-2018, we respectfully ask the Evjue Foundation for continued investment in this proven community program, particularly at a time when the power of language appears poised to play as crucial a role as ever. We have also requested financial support from the UW Anonymous Fund (which awarded MWA \$4,239 in 2016) and from Altrusa International (which awarded MWA \$2,500 in 2016).

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| \$ 15,120.00 | One-to-one job, computer, and general writing assistance (\$15.00/hr x 24 hrs/wk x 42 wks) |
| \$ 3,613.30 | Graduate assistant director position (10% UW-Madison senior teaching assistant) |
| \$ 1,000.00 | Group workshops on employment writing, college application essays, and grant writing |
| <hr/> | |
| \$ 19,733.30 | TOTAL PROJECT BUDGET REQUESTED FROM EVJUE |

The Evjue Foundation has served as MWA's literal foundation and our most valued friend for many years. We are extremely grateful for your past support, and we proudly acknowledge Evjue's contributions in all of our work. We sincerely hope that we can count on your generosity once again, especially on behalf of all those in our community for whom MWA makes a concrete, powerful difference. Thank you for your consideration!

While not responding to one of the foundation's set grant proposal expectations, this final paragraph provides a personal acknowledgement of appreciation and underscores the enduring relationship between MWA and the Evjue Foundation.

Nancy Linh Karls [via electronic signature]
Signature

Director
Title

02/24/2017
Date

Request No. _____