

Attachment A

Maryland CITC Tax Credits 2017 – CASA de Maryland, Inc.

CASA de Maryland, Inc. Request to Prince George's County
For a Resolution in Support of CASA de Maryland, Inc.'s
Application for 2017 Maryland Community Investment Tax Credits

Contact Name: Jennifer Freedman, Chief of Development and Finance

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Organization Name: CASA de Maryland, Inc.

Organization Address: CASA de Maryland, Inc.
CASA Multicultural Center Administrative Headquarters
8151 15th Avenue
Langley Park, MD 20783

Project Name: Maryland Bilingual Adult Education Project

Project Addresses: CASA Multicultural Center
8151 15th Avenue
Langley Park, MD 20783

CASA Baltimore Welcome Center
2224 East Fayette Street
Baltimore, MD 21231

CASA Silver Spring Welcome Center
734 University Blvd. E.
Silver Spring, MD 20903

CASA Prince George's Welcome Center
7978-B New Hampshire Avenue
Langley Park, MD 20783

CASA Wheaton Welcome Center
2729 University Blvd. W.
Wheaton, MD 20902

CASA Center for Citizenship
14645 Rothgeb Drive
Rockville, MD 20850

CASA Community Center at Pine Ridge
8615 Piney Branch Road
Silver Spring, MD 20901

Amount of Request: \$50,000 in Community Investment Tax Credits

Project Description: CASA de Maryland's primary mission is to work with the community to improve the quality of life and promote equal treatment and full access to resources and opportunities for low-income Latinos and their families. CASA also works with other low-income immigrant communities and organizations, makes its programs and activities available to them, and advocates for social, political, and economic justice for all low-income communities.

CASA respectfully requests Community Investment Tax Credits to support its Maryland Bilingual Adult Education Program. The goal of this program is to further adult education among immigrants and low-income individuals in order to improve their economic opportunities and social integration. The project reaches over 2,000 individuals annually and includes the following components: English for Speakers of Other Languages (ESOL), Spanish literacy classes, computer literacy classes, a "Parents-as-Teachers" child development education program, complemented by industry-recognized vocational training, and financial literacy instruction. Trainings will be offered in partnership with local community colleges, PGCPs (Prince George's County Public Schools), and MCAEL (Montgomery Coalition for Adult English Literacy).

Program Goals: CASA anticipates achieving the following outcomes over the next year:

Instruction in English for Speakers of Other Languages (ESOL)

- Number of adult learners to be enrolled in ESOL classes: 1,120
- Percentage of ESOL students who will demonstrate learning gains on post-tests and advance to the next course level: 70%
- Percentage of ESOL students who will report that they obtained employment or received a promotion at their job upon completion of their course: 35%

Vocational Training

- Number of workers who will participate in industry-recognized vocational skills trainings: 500
- Percentage of vocational training students who will demonstrate learning gains through pre- and post-testing: 80%
- Percentage of vocational training graduates who will report achieving an improvement in their employment status or increase in income within six months following training: 60%
- Number of individuals who will complete workplace safety and health training: 400

Parents-as-Teachers

- Number of parents to be enrolled in Parents as Teachers program, focused on making connections to educational resources for promoting their child's academic success: 400
- Percentage of parents who will regularly attend (at least 7 out of 10 classes) Parents as Teachers courses: 80%

Financial Instruction

- Number of individuals who will receive individual financial counseling: 1,250
- Number of individuals who will attend financial literacy workshops: 500
- Number of individuals who will attend homebuyer workshops: 50

Literacy and Computer Instruction

- Number of individuals who will learn basic literacy in their native language (reading, writing, form completion): 25
- Number of individuals who will complete instruction in computer literacy (word processing, internet search, email): 90
- Percentage of adult literacy and computer literacy students who will demonstrate learning gains through pre- and post-testing: 60%

CASA is committed to maintaining a culture of accountability among its programs. Organization-wide program areas create work plans that are linked to the long-term goals outlined in CASA's strategic plan. Throughout the year, each program area produces quarterly reports which compare the progress during each three-month period to the program's larger goals for the year. The quarterly reports are shared with staff, the Board of Directors, and CASA members, and solicit feedback and suggestions for improvement.

Target Population: CASA's target population includes low-income immigrants from Latin America and West Africa. The vast majority of these Spanish and French-speaking workers earn less than \$13,000 annually. Limited English proficiency and education are some of the most significant obstacles they face in obtaining family-sustaining stable employment and taking advantage of other opportunities that facilitate financial stability and overall integration into U.S. society.

Agency Mission Statement: CASA's mission is to create a more just society by building power and improving the quality of life in low-income immigrant communities. Its vision is for a future in which diverse and thriving communities live free from discrimination and fear, working together with mutual respect to achieve full human rights for all.

Organizational Description: Organizational Capacity

Since its founding in 1985, CASA has evolved from focusing primarily on direct service provision to Central American refugees to providing a wide range of educational, organizing, and advocacy activities designed to address the multiple conditions of poverty and disenfranchisement that plague the lives of many low-income Latinos, refugees, and other immigrants throughout the state. Today, CASA is Maryland's largest Latino and immigrant organization, a trilingual (English, Spanish, and French) organization committed to multiculturalism, and a national leader in supporting immigrant families and ensuring that all individuals have core services and supports necessary for full participation in society.

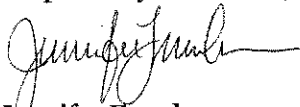
CASA has gained national and international recognition that highlights its ability to succeed in this work. Some of the national awards recognizing CASA's leadership and programmatic excellence include: the Helen Rodriguez-Trias Health Award from the National Council of La Raza (2009) and the Mexican-American Legal Defense Fund Community Service Award (2006). Furthermore, CASA is regarded as an expert in "popular education" methodology (a culturally-proficient approach to instruction developed in Brazil), with more than 20 years of experience managing education services, and has established systems and procedures for implementing high-quality programs and measuring their effectiveness. CASA annually manages over 30 teachers and 1,000 enrollees in various subject areas (primarily ESOL), and provides teachers with training, coaching, and supervision.

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CASA has taken part in the CITC program since 2006 and has attracted over \$400,000 in donations as a result. In 2015, 65 donors took part in the program, an increase of over 50% from the prior year. We are confident in our ability to continue expanding our base of over 500 donors with the help of CITC.

CASA de Maryland, Inc. respectfully requests that Prince George's County resolve to support CASA's application for Maryland Community Investment Tax Credits for 2016.

Respectfully submitted,



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