

2015 CALA Mid-Year Committee Report

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Committee Name: Family Literacy Focus Project Task Force

Committee Roster:

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Committee Charge:

The Task Force is charged to work on the following tasks for 2015-2016

- 1) Branding the CALA FLF Project
 - a. Develop or create expectations/outcomes needed for the Implementation of the FLF Project.
 - b. Obtain Logo, Image rights for the FLF design
- 2) Solicit a Vendor or explore other foundations/possible funders for a \$10,000 grant for 3 years to support the project.
- 3) Publicize and market the project in order to have it ready for implementation in 2016-2017
- 4) Align the project to reflect the CALA 2020 Strategic Plan

Tasks Completed (according to the 5 Goals Outlined in the CALA 2015 Strategic Plan if Applicable- Be Specific):

Goals and Objectives:

- 1) Since January, we contacted three additional possible donors: Chinese Heritage Foundation, Chinese Cultural Foundation and the Sino-American Culture & Arts Foundation. However, all three of them declined our proposal therefore, there is no funding contribution for this committee.
- 2) The committee has revised and updated the guidelines for 2016-2017 committee

Goals and Objectives to Be Completed:

- We recommend future committee should continue to solicit and seek out other funding for the committee.

Budget Requirements or Reimbursement Requests (if any):

- The chair recommends that CALA set aside \$2000 for the FLF project each year from donation or vendor support to continue this project.

Questions/Comments/Suggestions for the Board (if any):

Summary Paragraph: In a few sentences, highlight your achievements, concerns, or suggestions that you mostly want addressed. This should be the main point of your committee report.

The committee has worked diligently to establish a list of possible donors and the chair sent out proposed funding requests to the list of possible donors. However, many of them declined to fund our project. The chair worked with the Fundraising Committee in the beginning of the year to establish other possible revenue sources in order to fund this project. At this point, there is no future funding for this committee, unless the board has decided to set aside money each year to fund this project. Jean Olmsted, student of e3 Civic High School, designer of last year's project logo, has given CALA permission to use her design in any promotion of the FLF project.

Note:

- *please submit your report in PDF format and sent to CALA Executive Committee at exc@web-cala.org*
- *Save/name your files in the following way, and for long committee name, abbreviation can be used-*
 - *report_2015-2016_annual_committee-name.pdf*