

Apr. 29, 2013

██████████
Events and public relations
Easter Seals West Alabama
1110 Dr. Edward Hillard Drive
Tuscaloosa, AL 35401

Dear ██████████,

After you came to our class, I began to research more about Future Promise Program. I found that competitors were reaching out toward the Hispanic Community, whereas Future Promise was not. This is a big problem and if fixed, the number of participants in Future Promise Program may increase.

According to dosomething.org, Hispanic students have the highest rate of dropping out of school; therefor Hispanic students may have more need to become a FPP participant. The plans I have created include bilingual messages to show the Hispanic community there is someone that is directly reaching out to them. The ideas I have included reach out to Hispanic students ages 16-21 and their parents. I think these target audiences are key because FPP wants more participants and the students' parents may influence them.

By using the plans and ideas I have included, I believe your organization will be able to engage the Hispanic community which will result in an increase in participants for the 2014 year.

Thank you so much for taking the time to look through my plan. I hope that it will greatly benefit Future Promise Program in the short- and long-run.

Sincerely,

Haley Flanagan



**Tu Casa es my House:
Engaging the Hispanic Community**

Haley Flanagan

April 29, 2013

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Problem Statement-

Future Promise Program is not engaging Hispanic youths aged 16-21, yet according to dosomething.org (n.d.) Hispanics are twice as likely to drop out of school as African Americans, and are at a much greater chance of dropping out than white students.

Priority Publics-

Youths aged 16-21: FPP must work to increase participation among youths in this age category to build a relationship among all ethnicities in West Alabama. By using social media to reach and engage these youths, as well as holding events encouraging the Hispanic community to attend, the messages of FPP will be more available to the youths.

Participant's Families: FPP should build a relationship with participants' families to increase the likelihood that the participant will be more successful within the program. FPP may also invite the families to different activities held to encourage more community support.

SUMMARY-

Based on the different publics, the need to engage the students and parents of the Hispanic Community prove to be an important group that Future Promise is missing out on.

Objective I: To increase Hispanic students' participation in Future Promise Program by 40 percent by July 2014

Strategy I: Create a bilingual campaign to reach out to Hispanic students

Message: Diplomas are needed to work anywhere from McDonald's to Microsoft; let Future Promise help you obtain your GED.

Tactic I: Tweet messages in English and Spanish

- Podemos ayudarte obtener tu GED y después puedes trabajar donde sus sueños tomarte. (86)
- We can help you obtain your GED and after you can work wherever your dreams take you. (87)
- ¿Quieres trabajar en McDonald's? Usted necesita un GED. Contacte Promesa futuro y le ayudará a obtener su GED y un trabajo. (125)
- Want to work at McDonald's? You need a GED. Contact Future Promise and we will help you get your GED and a job. (113)

Tactic II: Post Facebook statuses, comments and photo captions in Spanish Posts:

- Quiere obtener su GED? Llama Future Promise hoy para ver como lo puede a 205-759-1211.
- Do you want to obtain your GED? Call Future Promise today to see how you can do that.
- Hoy, ____ recibe su diploma (foto de él), felicidades y buen provecho!
- Today, ____ received his/her diploma (foto of him), congratulations and good luck!
- Si usted está luchando en la escuela y desea deserción escolar, podemos ayudarte. Visita <http://www.eastersealswestal.org/> para encontrar más información.
- If you are struggling in school and want to dropout, we can help you. Visit <http://www.eastersealswestal.org/> to find more information.
- Quiere graduar con sus amigos? Future Promise puede ayudarte.
- Want to graduate with your friends? Future Promise can help.

Tactic III: Create fliers with English and Spanish messages

(See design in appendix)

Student Flier (English):

Heading: It doesn't just have to be a dream...

Subheading: Future Promise: Get on the path to graduation today
Copy: Future Promise helps young adults ages 16-21 who are struggling to earn their high school diploma and those who have quit high school. The program provides a variety of services to aid these young adults in a promising future.

Place website and logo at bottom

Image: student receiving diploma at graduation (B&W photo)

Student Flier (Spanish):

Heading: No sólo tiene que ser un sueño...

Subheading: Future Promise: Conseguir en el camino hacia la graduación hoy

Copy: Future Promise ayuda a los adultos jóvenes entre 16 a 21 que están luchando para obtener su diploma de la escuela secundaria y los que han dejado la escuela secundaria. El programa ofrece una variedad de servicios para ayudar a estos jóvenes en un futuro prometedor.

Place website and logo at bottom

Image: student receiving diploma at graduation (B&W photo)

Strategy II: Create a bilingual campaign to target the parents of the Hispanic participants in Future Promise Program.

Message: Help your kids have a brighter future with the aid of Future Promise Program.

Tactic I: Create a Spanish flier to explain the program to the parents

Parent Flier (English): See appendix for design

Heading: It doesn't just have to be a dream...

Subheading: Future Promise: see your child receive their GED

Copy: Future Promise helps young adults ages 16-21 who are struggling to earn their high school diploma and those who have quit high school. The program provides a variety of services to aid these young adults in a promising future. Talk to your child about this program and how it could help them reach the future they only dream about.

Place website and logo at bottom

Image: Mother hugging child in cap and gown (B&W photo)

Parent Flier (Spanish): See appendix for design

Heading: No sólo tiene que ser un sueño...

Subheading: Future Promise: ver su hijo recibir su GED

Copy: Future Promise ayuda a los adultos jóvenes entre 16 a 21 que están luchando para obtener su diploma de la escuela secundaria y los que han dejado la escuela secundaria. El programa ofrece una variedad de servicios para ayudar a estos jóvenes en un futuro prometedor. Hable con su hijo de este programa y cómo podría ayudar a alcanzar el futuro que sólo sueñan.

Place website and logo at bottom

Image: mom hugging child in cap and gown (B&W photo)

Tactic II: Post Facebook statuses, comments and photo captions in Spanish

Facebook:

- Quiere su hijo tener un buen trabajo en el futuro? Habla con nuestro de los servicios Future Promise Program le ofrece por estudiantes 16-21 recibir un GED.
- Do you want your child to have a great job in the future? Speak with us about the services offered by Future Promise Program for students 16-21 to obtain a GED.

Objective II: To engage 50 members of the Hispanic community at fundraising event in Fall 2013

Strategy I: Hold fundraising event to have participants, families, staff and volunteers interact

Message: Meet the Future Promise Family and see how you can work with us to get on the path to a better future with a GED and a job.

Tactic I: Use Spanish and English fliers to promote event

Event Flier (English): See appendix for design

Heading: Event Name (TBD)

Subheading: Come to Lurleen Park on ____ (date TBD) for a fun-filled day with the family!

Copy: Discover all that Future Promise Program has to offer and how you could be a part of it. Talk to current participants and FPP staff to get an idea of the promising future that waits. Bring your family, enjoy food and activities, mingle with other members of the community and see how to obtain your GED and a job through services provided from Future Promise Program.

Image: Lurleen Park with the image of a degree faded in the sky. Have families at the park, on the ground.

Place website and logo at bottom

Event Flier (Spanish): See appendix for design

Heading: Event Name (TBD)

Subheading: Ven a Lurleen Park el ____ (fecha por determinar) para un día divertido con la familia!

Copy: Descubra todo lo que Programa Promesa futuro tiene que ofrecer y cómo se puede ser parte de lo. Hable con los participantes actuales y el personal de FPP para tener una idea del futuro prometedor que le espera. Traiga a su familia, disfrutar de la comida y actividades, se mezclan con otros miembros de la comunidad y ver la manera de obtener su GED y un trabajo, a través de los servicios prestados a partir del programa Promesa futuro.

Image: Lurleen Park with the image of a degree faded in the sky. Have families at the park, on the ground.

Place website and logo at bottom

Tactic II: Use social media (Twitter, Facebook) to promote event

Social Media Cards: See appendix for design

English copy:

Follow our account to a promising future

Like our page to see where the future may take you

Spanish copy:

Sigue nuestra cuenta para un futuro prometedor!

Les gusta nuestra página para ver donde el futuro puede tener!

Tweets:

- Ven al lago por un día divertido con su familia y aprender de todo el programa Future Promise ofréctete. (106)
- Come to the lake for a fun day with your family and learn all about what Future Promise Program can offer you.(112)
- Quiere obtener su GED? Ven al lago para hablar con participantes en el programa Future Promise y aprender cómo! (113)
- Want to obtain your GED? Come to the lake to speak with FPP participants and learn how to get your GED! (105)

Facebook Posts:

- Come to Lake Lurleen this Saturday for a day filled with fun activities for the whole family! While there, get to know Future Promise Program participants and hear their stories. Future Promise staff will be on-hand to speak with you about the services the program provides and what you may achieve with the program.
- Llegar a Lake Lurleen este sábado para un día lleno de actividades divertidas para toda la familia! Cuando está allí, conocer a los participantes del Programa promesa futura y escuchar sus historias. Personal de Promesa futuro estará a su disposición para hablar con usted sobre los servicios de que ofrece el programa y lo que usted puede conseguir con el programa.

Tactic III: Contact local media stations with audio PSA and press release

Audio PSA

Date: April 29, 2013

Total Time: :30 seconds

Contact: Events and Public Relations Coordinator Jennifer Davis, 205-759-1211, ext. 226

FOR IMMEDIATE RELEASE

Future Promise paves way to success

According to dosomething-dot-org, Hispanic students have the highest high school dropout rate. Easter Seals West Alabama's Future Promise Program wants to help change this in Tuscaloosa. Future Promise is inviting students ages sixteen to twenty-one, to Lake Lurleen Park on _____ (date in fall TBD) to learn more about what the program has to offer. Bring the whole family for a fun, event-filled day at the lake and discover the promising future that waits.

For more information about the Future Promise program and the event go to E-S-W-A-web-dot-org.

###

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1110 Dr. Edward Hillard Drive
Tuscaloosa, AL 35401
205-759-1211

News Release
FOR IMMEDIATE RELEASE
April 29, 2013

FOR MORE INFORMATION, CONTACT:
Jennifer Davis
Events and public relations
205-759-1211 ext. 226
jdavis@eswaweb.org

Future Promise Program seeking qualified applicants

TUSCALOOSA, Ala. – Future Promise Youth Program helps people who have quit school or have not earned a high school diploma. The program provides job development/placement, educational training opportunities, referrals to community agencies, referrals to Shelton State Community College for out-of-school youth, referrals for Focused Industry Training at Shelton, vocational assessment and counseling, mentoring and specialized training classes, and job readiness instruction.

Upon discovering Hispanic students have the highest high school dropout rate; Easter Seals West Alabama is reaching out for qualified Hispanic applicants for its Future Promise Program. Applicants must be between the ages of 16 to 21 to apply and go through three steps to be accepted into the program. Step one, complete an interview at ESWA; step two, schedule GED orientation; step three, complete eligibility interview at Tuscaloosa Career Center. In order to start the application process you must set up an appointment with Renee McMullen, ESWA director, 205-759-1211, ext. 262, or Tasha Knox, ESWA outcomes specialist, 205-759-1211, ext. 227. Future Promise currently has 45 active participants: 23 employed, 21 actively attending classes, two have GEDs and one is attending GED classes at Shelton State.

-more-

“Future Promise gives hope to those who could not receive an education and opportunities like these in the school systems,” Jennifer Davis, ESWA events and public relations coordinator. “We give them incentives and specialized attention to get them where they want to be in life.”

Future Promise provides various gift cards to those who are making progress in the program to keep them on the path to eventually getting a job. These participants have to be enrolled by the age of 21 to qualify but cannot be aged out once in Future Promise.

Easter Seals West Alabama has been helping individuals with disabilities and special needs, and their families, live better lives for more than 54 years. Easter Seals West Alabama offers a variety of services to help people with disabilities address life's challenges and achieve personal goals. Future Promise's goal is to increase the number of Hispanic participants by 2014.

###

Evaluation:**Goal:**

The main goal of the campaign is to increase Hispanic students' participation in Future Promise Program by 40 percent by July 2014, while also engaging 50 members of the Hispanic community at fundraising event in Fall 2013. In order to effectively evaluate this plan there needs to be different ways of evaluation.

Before:

Before the campaign starts, it is necessary to conduct pre-surveys to gauge members of the Hispanic Community's current attitudes and awareness of the Future Promise Program. The pre-surveys will have questions about social media use, what they look for in a flier, how they feel about Spanish language messaging, questions about education and about Future Promise Program. Monitoring social media platforms before the campaign is implemented will measure the number of followers, tweets, favorites, posts and mentions. This will show how many are directly viewing the social media messages and actively communicating with Easter Seals West Alabama's Future Promise Program, as well as how many are using social media. A pre-count of current members is necessary to measure the possible increase in participant numbers. After the initial count the numbers need to be broken down to smaller ethnic group counts.

After:

After the campaign, post-surveys are necessary to evaluate the change in members of the Hispanic Community's current attitude and awareness of the Future Promise Program to see how successful the campaign was. The post-surveys will have questions about social media use, what they thought of the flier, how they feel about Spanish language messaging, questions about education and about Future Promise Program. Also, the media coverage should be measured to see how many people were reached and what the costs of the media coverage would be. Monitoring social media platforms after the campaign is implemented will measure the change in the number of followers, tweets, favorites, posts and mentions. This will show how many are directly viewing the social media messages and actively communicating with Easter Seals West Alabama's Future Promise Program as a result of the newly implemented campaign. The current number of participants should be measured after the campaign to see if there was an increase and then separate the participants by ethnic group to see if there was an increase in the number of Hispanic participants. To gain qualitative data, anecdotal interviews from the key publics will take place. These interviews will provide more insight into what people liked and disliked from the campaign and it will show what worked and what did not work.

Implications:

Short-term:

The short-term implications of this campaign will be gaining more Future Promise Program participants from the Hispanic community, ESWA and Future Promise will have more social media hits, parents will be aware of programs offered for their children, and more members of the Hispanic community will be aware of FPP and what it has to offer.

Long-term:

The long-term implications will be a steady increase in Hispanic participants, because the program will be established as one with a reputation for reaching out to that community. Relationships will be fostered and maintained to create more success stories like Justin French, except these stories will be directly through Future Promise. These participants can work for the program to bond with the participants and share their stories. Families will know about Future Promise Program and will continue to use the program to help other family members.

Budget:

Printed materials costs:

Fliers, social media cards, media kit costs, surveys

Event costs:

Food, drinks, plates, cups, napkins, silverware, entertainment (i.e. bouncy house or best barbeque contest)

Mailing costs:

Media kit and postage

Employee costs:

Writing the pitches, controlling social media, and designing the fliers

Timeline:**May:**

Conduct primary research to survey attitudes of students and parents about the importance of school and what they aim for in the future; conduct secondary research about the dropout rate and the demographics of the Hispanic community

June:

Create designs for fliers, fine tune messaging and begin planning fundraiser

July:

Get final approval on all print materials (include checking for translation errors)
Plan social media campaign in English and Spanish and send materials to printer

August:

Start social media campaign at same time of school starting and place fliers around school and community

September:

Garner media coverage for fundraiser; continue social media

October:

Hold fundraiser to engage Hispanic Community; live tweet from the event and post photos on Facebook afterward and encourage people at the event to participate in tweeting and posting on Facebook

November-December:

Follow-up with each member/family that went to the fundraiser and invite them to visit the ESWA/Future Promise Program; continue social media, but focus on benefits of FPP

January:

Get most recent statistics on current FPP participants to better promote the program and publish on social media

February:

Evaluate how many participants from the event have maintained interest in the program and enrolled; social media

March:

Encourage participants to enroll in FPP and offer times for possible participants to meet with staff from FPP; social media

April:

Create a Twitter chat to engage any possible participants whom may have questions about the program

May:

Final push to get more Hispanic students to join FPP: tweet and Facebook about what can be done with a diploma

June:

Have new participants enrolled in Future Promise from the Hispanic Community and evaluate how effective the social media and fall event were with post-research including surveys

Appendix



Future Promise Program by ESWA SWOT Analysis

Strengths-

1. The Transportation program provides rides to participants to get them to their programs (ESWA)
2. Future Promise is very supportive of youths–follow through with program to ensure success (Davis, Knox, 2013)
3. Future Promise offers incentives for youths as they complete steps of the program (Davis, Knox, 2013)
4. The Junior Achievement Luncheon honors the participants and encourages them to keep going (Davis, Knox, 2013)

Weaknesses-

1. Future Promise has a small number of participants (Davis, Knox, 2013)
2. There are not many past participants to share success story
3. There are a small number of workers who can relate to the members in FPP (Davis, Knox, 2013)

Opportunities-

1. Create stronger social media presence aimed at youths 16-21
2. To engage Hispanic community (Tuscaloosa's One Place, n.d.)
3. To have more mentors like Justin French
4. According to federal officials around 30 percent of students did not graduate in 2012, meaning the program has more students to serve

Threats-

1. Tuscaloosa's One Place is engaging the Hispanic community and they have the highest dropout rate (dosomething.org, n.d.)
2. Small amount of funding, \$152,293 from grant and risk of losing grant (ADECA, 2012)
3. GED test changes have caused higher costs and a harder exam

Other Publics:

Volunteers: FPP needs to revamp the relationship with its volunteers in order for them to assist with the program in the future. By revamping this relationship the volunteers will feel more engaged with the program and be able to continually work with the participants and support them as they go through the Future Promise Program.

Community: FPP needs to maintain its relationship with the community in order to engage participants and their families, as well as volunteers and donors. By maintaining this relationship participants and families will be aware of different opportunities and volunteers and donors will know when and how to help.

Schools: FPP needs to revamp its relationship with the local schools to work with the curriculum to ensure students are aware of their options with and without a GED. If FPP revamps its relationship with the schools, the students in turn will become more aware of the program and all it offers.

Program Participants: FPP needs to maintain the relationships fostered through its program. By keeping a database of all participants the program can gain testimonials and possibly encourage past members to act as mentors.

Easter Seals West Alabama Timeline:

1934	Easter Seals national organization opens (Easter Seals n.d.).
1959	Opened locally as Tuscaloosa Rehabilitation Facility (ESWA, n.d.).
1967	West Alabama Rehabilitation Center’s board of directors was organized (ESWA, n.d.).
Feb. 1970	New building opens to provide service to more individuals. (ESWA, n.d.).
1982	First ever Mall Ball fundraising event at University Mall
1985	Name change to West Alabama Easter Seal Rehabilitation Center (ESWA, n.d.).
1993	Community based rehabilitation program begins in Tuscaloosa
1999	To increase recognition name changed to Easter Seals West Alabama
2000’s	Economic recession in USA
2002	A grant was received by the Federal Transit Authority-provide transportation to and from work and job training (ESWA, n.d.).
April 2004	22nd Mall Ball to raise more for Transportation program. (n/a, 2004).
2005	Workforce Investment Act (WIA) begins (Jennifer Davis, “personal communication,” 2013, Jan. 29).
2006 November	ESWA rumored unhappy with UWWA split of money to organizations (Jennifer Davis, “personal communication,” 2013, Jan. 29).
2006 December	Christmas ornament sale begins as fundraiser (Jennifer Davis, “personal communication,” 2013, Jan. 29.)
Fall 2007	RV parking fundraiser begins for Alabama football games (ESWA, n.d.).
Sept. 8, 2007	First ever local Easter Seals Walk With Me fundraiser (Lee, 2007)
spring 2008	Fundraiser name change from “Mall Ball” to “Spring Gala.”

	Moved from mall to Bryant Conference Center (Smith, 2008).
November 2008	ESWA volunteers honored (ESWA, n.d.)
Fall 2008	Second Annual Walk With Me Fundraiser in Tuscaloosa (n/a, 2008)
Oct. 2008	Caring Days moves into new building (Seabol Avant, 2008).
Oct. 2009	Third Annual Walk With Me Fundraiser in Tuscaloosa (Grayson, 2009)
Nov. 2009	Online-program launch to understand disabilities (Grayson, 2009).
Oct. 2010	UA gymnasts participate in Fourth Annual Walk (Tuscaloosa News, "Gymnasts walk," 2010)
March 2010	Name change to: Champions of Tuscaloosa Formal spring event (Boyd, A. Tuscaloosa News, 2010 March 5).
Oct. 1, 2011	Ending fiscal year after Tornado in the Red, because ESWA had to provide more public transportation. (Tasha Knox, "personal communication," 2013, Jan. 29).
March 2012	The fundraiser's name changed from "Champions of Tuscaloosa" to "Champions for Tuscaloosa"
July 2012	Received federal grant for Future Promise from U.S. Department of Labor (Beyerle, 2012).
July 26, 2012	Workforce Investment Act (WIA) changed to Future Promise Program (Tasha Knox, "personal communication," 2013, Jan. 29).
Oct. 2012	ESWA Fun Walk (Staff Report, Tuscaloosa News, Sept. 14, 2012)
Dec. 2012	TCS partnered with ESWA to hire a job coach, who will help students to find jobs (Smith, Tuscaloosa News, 2012).
March 2013	Junior Achievement Class with motivational speakers (Tasha Knox, "personal communication," 2013, Jan. 29).
May 10, 2013	Champions for Tuscaloosa (ESWA, n.d.).

It doesn't just have to be a dream...



Future Promise
get on the path to graduation
today

Future Promise helps young adults ages 16-21 who are struggling to earn their high school diploma and those who have quit high school. The program provides a variety of services to aid these young adults in a promising future.

<http://www.eastersealswestal.org/>



Student flier in English

No sólo tiene que ser un sueño...



Future Promise Conseguir en el camino hacia la graduación hoy

Future Promise ayuda a los adultos jóvenes entre 16 a 21 que están luchando para obtener su diploma de la escuela secundaria y los que han dejado la escuela secundaria. El programa ofrece una variedad de servicios para ayudar a estos jóvenes en un futuro prometedor.

<http://www.eastersealswestal.org/>



Student flier in Spanish

Parent flier in English

Parent flier in Spanish

Event flier in English

Event flier in Spanish

Social media cards:

English copy:

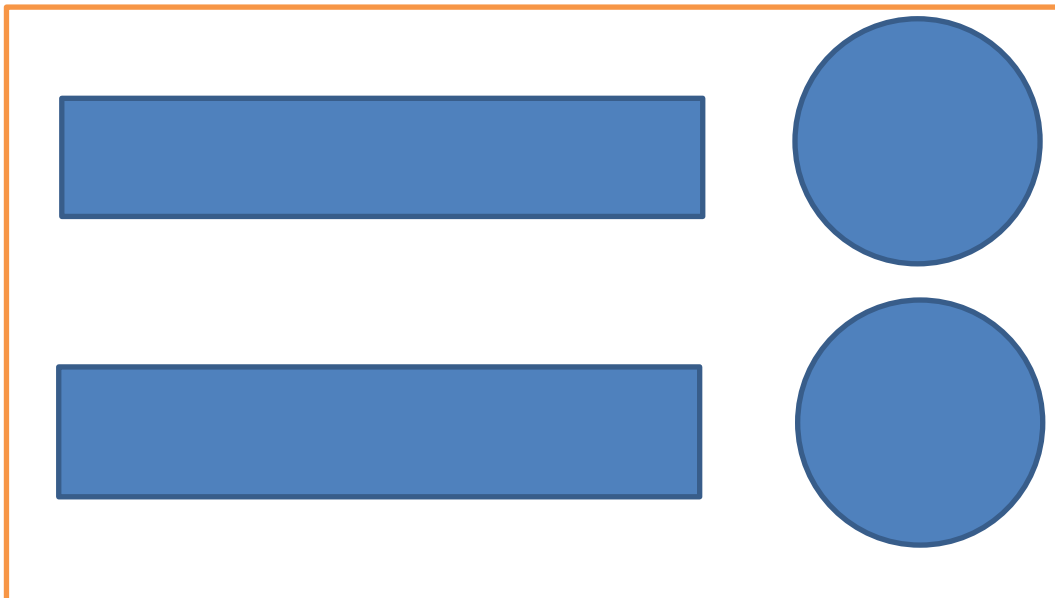
Follow our account to a promising future

Like our page to see where the future may take you

Spanish copy:

Sigue nuestra cuenta para un futuro prometedor!

Les gusta nuestra página para ver donde el futuro puede tener!



The copy will be placed in the rectangles and the logo with the handle for Twitter and website for Facebook can go into the circles.

To: jamon.smith@tuscaloosanews.com

Subject: Alabama is about a lot more than football

Hi Mr. Smith,

Every day 7,000 students become school dropouts, according to dosomething.org. The majority of these students are Hispanic. Future Promise Program wants to help this number go down. To start, FPP would like to reach out to the Hispanic community to encourage them to reach out to FPP if they are struggling with school or had to drop out for other reasons.

This fall, Future Promise Program plans to host its first annual Fallfest to engage the Hispanic community. As the years continue on, the Fallfest will reach out to the whole community, but because Hispanic students have the highest dropout rate that community has been chosen to engage.

Future Promise Program hopes to increase its number of Hispanic participants by the 2014 school year and we would love for you to come to the Fallfest to cover the event. A few pre-story angles are, a feature story on a current participant or employee; dropout rates in the local schools and how FPP aims to decrease that number; a brief story of the actual Fallfest including why it was planned, what will occur, where, when etc.

At the Fallfest you will be able to interview current and possible future participants, employees, family members and volunteers. By covering this event, you will help to raise awareness of the fact that every 29 seconds a student drops out of school and Future Promise Program is here to help these students still obtain their GED's and find a job.

Thank you,
Jennifer Davis

For more information:
Jennifer Davis
Events and public relations
205-759-1211, ext. 226
jdavis@eswaweb.org



**Easter Seals West Alabama's
Future Promise Program**
A Promising Future Today



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Future Promise Program seeking qualified applicants

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-more-



“Future Promise gives hope to those who could not receive an education and opportunities like these in the school systems,” Jennifer Davis, ESWA events and public relations coordinator. “We give them incentives and specialized attention to get them where they want to be in life.”

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1110 Dr. Edward Hillard Drive
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Audio PSA

Date: April 29, 2013

Total Time: :30 seconds

Contact: Events and Public Relations Coordinator Jennifer Davis, 205-759-1211, ext. 226

FOR IMMEDIATE RELEASE

Future Promise paves way to success

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For more information about the Future Promise program and the event go to E-S-W-A-web-dot-org.

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Fact Sheet

FOR IMMEDIATE RELEASE
April 29, 2013

FOR MORE INFORMATION, CONTACT:
Renee McMullen
Future Promise Program Director
205-759-1211 ext. 262
rmcmullen@eswaweb.org

Future Promise Program Information

- Future Promise is funded through The Alabama Department of Economic and Community Affairs.
- This program serves young adults ages 16- 21 who are at risk due to aging out of foster care or dropping out of school.
- Future Promise' goal is to assist youth in increasing academic levels, staying in school, and obtaining employment and a GED.
- Future Promise currently has 45 active participants: 23 are employed, 21 are actively attending classes, two have attained GEDs and one is attending Shelton State.
- The program includes job development/placement, identification of educational training opportunities, referrals to community agencies, referrals to Shelton State for out-of-school youth, mentoring and specialized training classes, and job readiness instruction such as resume building and computer classes.
- There are three steps to complete before entering the program: Step One, initial interview at Easter Seals West Alabama; Step Two, schedule GED orientation; Step Three, eligibility interview at Tuscaloosa Career Center.
- Participants will receive gift cards ranging from \$30 to \$100 for every two reading levels they improve, GED enrollment, completing their GED, and being employed for 90 days after the completion of the program.

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Fact Sheet

FOR IMMEDIATE RELEASE
April 29, 2013

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Easter Seals West Alabama Information

- ESWA opened its doors in 1959 under the name of the Tuscaloosa Rehabilitation Facility.
- The First Easter Seals in Alabama paved the way for the new trend called Community-Based Rehabilitation.
- Easter Seals West Alabama is an official 501(c) 3 nonprofit organization.
- In 2002, Easter Seals West Alabama (ESWA) received an \$850,000 transportation grant from the Federal Transit Administration to provide rides to work or to job training to low-income individuals, including those with disabilities as part of its Transportation Program.
- ESWA received a grant from United Way of West Alabama in July 2012 for the Future Promise program.
- ESWA has two main fundraisers that it hosts. In the fall ESWA hosts Easter Seals Walk With Me and it hosts Champions For Tuscaloosa in the spring.
- More than 90 percent of Easter Seals' revenue supports services in the area where funds are raised.
- Through its partnership with United Way of West Alabama, ESWA provides speech and language therapy to children and adults in the ESWA facility.
- ESWA provides job coaching services for Tuscaloosa City Schools.
- Easter Seals West Alabama provides clinical in-home nurse visits to first time, low income mothers through its Nurse Family Partnership program. Funding for this program is provided by the Alabama Department of Children's Affairs.

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United Way of West Alabama's website provides links to donate, volunteer and learn about the company and their partner agencies. (<http://www.uwwa.org/>)