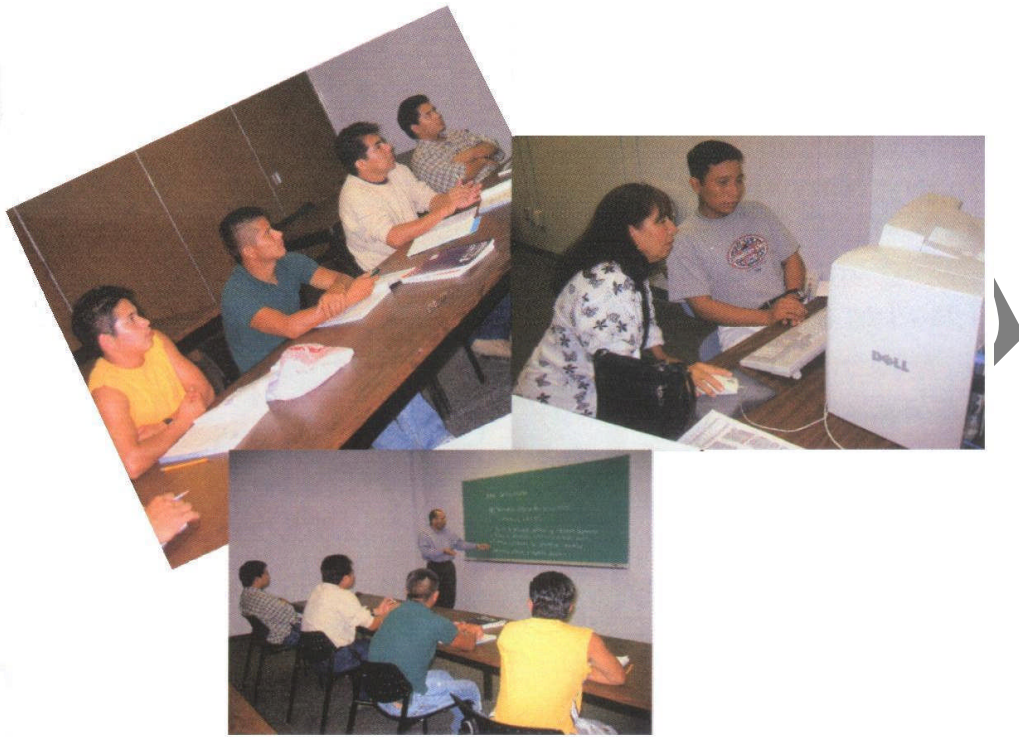


PLAZA COMUNITARIA



A Proposal for Funding

To

THE _____ FOUNDATION

SALE

International Friendship Ministries
3404 University Avenue
Columbus, Georgia 31907
www.ifmga.org

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INTERNATIONAL FRIENDSHIP MINISTRIES: PLAZA COMUNITARIA

EXECUTIVE SUMMARY

The Challenge:

Georgia has the 4th fastest-growing Latino population, and Muscogee County is one of 6 counties in the state of Georgia where there is a significant number of Latinos. There are at least 15,000 Latinos in the Columbus MSA. Many come from Mexico and other Latin American countries seeking better economic opportunities for their families, but language and educational deficits limit them to working in service industries and entry-level jobs that barely pay a living-wage. The average level of educational attainment of Latino adult immigrants is only 3rd grade elementary education, indicating that illiteracy in Spanish, as well as English, is a significant problem. Many of these Latino parents do not understand the school system and do not know how to coach their children for academic success. Unless something is done to meet the educational needs of Spanish-speaking immigrants, the dropout rate for Latinos will remain alarmingly high and our entire community will suffer the cost of this failure.

Our Response: Plaza Comunitaria:

In response to the educational, economic and social needs of Columbus' rapidly growing Latino population, **International Friendship Ministries**, in collaboration with many community partners, established a distance-learning program that enables Spanish-speaking adults in Columbus to complete their education in a conveniently located learning center called a *Plaza Comunitaria*. Originally created by Mexico's National Institute for Adult Education to benefit Mexicans living abroad, the curriculum of the Plaza is available to all Spanish-speaking adults who desire to further their education – free-of-charge! Participants can complete programs in Literacy, Elementary Education, Secondary Education, High School and even Vocational and College-level courses, accessible through the latest distance-learning technology utilizing the internet. The *Plaza* is a physical location that makes this technology accessible to everyone, regardless of economic status, and provides technical assistance through volunteer tutors, facilitators and on-line mentoring of students.

Funding Needed

Most of the physical resources needed to create Plaza Comunitaria are provided as in-kind support from the site hosts and the Georgia Department of Education. The operating cost for the first three years is projected at \$249,203. We have raised over 75% (\$190,000) from corporate and private foundation grants, including the annual gift of \$_____ **from the _____ Foundation**. A renewal of your support for 2007 will enable us to build upon the success that has already been achieved in the lives of our students and their families.

Introduction

International Friendship Ministries *Plaza Comunitaria* is a proven and innovative educational program that meets the needs of our rapidly growing Hispanic / Latino population. *Plaza Comunitaria* provides Spanish-speaking immigrants with the resources they need to complete their elementary, high school, and even some college education, in Spanish, compliments of the Mexican government. For this population at risk, achieving literacy in Spanish is a prerequisite to becoming literate in English. Literacy is essential to an individual's ability to succeed in our society, impacting entire families. To illustrate the need, consider the following:

Marcelo and Elisa came here from Mexico. They have a son and a daughter who are in grade school, learning English and their core subjects. Marcelo feels bad because he cannot understand everything the kids say, and Elisa is not able to help them study because she can barely read in Spanish. They want their children to do well in school, but they do not know how to help them.

The Need

There are at least 15,000 Latinos in the Columbus, Georgia Metropolitan Statistical Area. Many come from Mexico and other Latin American countries seeking better economic opportunities for their families, but language and educational deficits limit them to working in service industries and entry-level jobs that barely pay a living-wage. Georgia has the 4th fastest-growing Latino population in the U.S., and Muscogee County is one of 6 counties in the state of Georgia where there is a significant number of Latinos.

MUSCOGEE COUNTY DEMOGRAPHICS, CENSUS 2000

4.5% of Muscogee County, or 8,372 people, are Hispanic or Latino

7,216 people age 5 years and older speak Spanish at home

1,206 Spanish speakers reported they do not speak English well or at all

One-third of the Hispanic population is Mexican, one-third is Puerto Rican, and the remaining third is from other Latin American countries.

Immigrants with limited English proficiency tend to hold less desirable jobs, earn lower incomes, and generally fare worse on most indicators of well-being. Many Mexicans abandon their educations after relocating and, therefore, find employment opportunities limited. Immigrant families represent an increasing share of the nation's low-income population: 25% of low-income children live in an immigrant family. The average level of educational attainment of Latino adult immigrants is only 3rd grade elementary education, indicating that illiteracy in Spanish, as well as English, is a significant problem. Many of these Latino parents do not understand the school system and do not know how to coach their children for academic success. Children in immigrant families are less likely to participate in after-school activities such as sports and clubs, and their parents are less likely to volunteer in the community.¹

¹ Capps, Passel, Perez-Lopez, and Fix. The New Neighbors: A User's Guide to Data on Immigrants in U.S. Communities [Online]. Available: www.aecf.org.

Unless something is done to meet the educational needs of Spanish-speaking immigrants, the dropout rate for Latinos will remain alarmingly high and our entire community will suffer the cost of this failure.

A survey of the Columbus Latino population (Appendix, page A) revealed the following

- Less than one-third (31%) of the survey respondents have completed high school (36 of 113)
- Of the 113 respondents, 80% report that they do not speak English and **over 90%** report they speak, read, or write little or no English.
- Over half of the survey respondents are interested in learning about computers and at least 70% want to learn English.
- Two-thirds of the respondents are female and one-third are male.
- 46% of respondents are from Mexico, followed by Columbia (24%) and Guatemala (15%).

Our Response: Plaza Comunitaria

The educational, economic and social needs of Columbus' rapidly growing Latino population caught the attention of a number of concerned organizations. **International Friendship Ministries**, in collaboration with many community partners, is seeking to address these needs through a distance-learning program that enables Spanish-speaking adults in Columbus and the Chattahoochee Valley to complete their education in a conveniently located learning center called a *Plaza Comunitaria*. Created by Mexico's National Institute for Adult Education to benefit Mexicans living abroad, the curriculum of the Plaza is available to all Spanish-speaking adults who desire to further their education - free-of-charge! Participants can complete programs in Literacy, Elementary Education, Secondary Education, High School and even some Vocational and College-level courses, accessible through the latest distance-learning technology, including web-based courses, provided by the Mexican Government through a consortium of the following educational institutions:

- National Council for Lifelong Learning and Work Skills (CONEVYT)
- National Institute for Adult Education (INEA)
- Latin-American Institute of Educational Communication (ILCE)
- Council of Normalization and Certification of Labor Competencies (CONOCER)
- Bachillerato School System (COLBACH – open long distance and upper intermediate education)
- Secretary of Public Education (SEP)
- Office of Educational TV (DGTV)
- Institute of Mexicans Abroad (IME)

The website URL for the online courses is: <http://www.conevyt.org.mx/>

The *Plaza Comunitaria* (roughly translated: community learning center) is a physical location that makes this technology accessible to everyone, regardless of economic status, and provides technical assistance through tutors, facilitators, on-line mentoring of students, and through

volunteers. The layout of a typical *Plaza* is illustrated in the Appendix on page C and can feature some or all of the following elements:

1. Traditional Educational Classroom
2. Satellite and Video Education Area
3. Internet Access Computer Lab
4. EDUSAT TV and Internet Connectivity
5. Storage space for educational materials

The *Plaza* can be located in a variety of settings, such as schools, community centers, churches, libraries, businesses, and even prisons. The most important consideration is geographical location, so that it is convenient and accessible to the Spanish-speaking community. *Plaza Comunitaria* is a proven model with over **134 locations** in at least 27 states. There are 8 Georgia cities with sites: Columbus, Athens, Duluth, Lilburn, Cairo, Dalton, Gainesville and Blairsville.

Goals of Plaza Comunitaria

- To meet the educational needs of Mexican and Latino families living in and around Columbus.
- To provide opportunities for Spanish-speaking adults to complete their education in Spanish and to learn English.
- To connect Latino immigrants to information and educational resources that enable them to succeed economically and to fully participate in the life of our community.

Program Strategy

Partnerships

In order to *bring Plaza Comunitaria* to our community, International Friendship Ministries (IFM) pulled together the following organizations that share our commitment to caring for the educational needs of Latinos in Muscogee County:

- Consulate General of Mexico
- Columbus State University
- Muscogee County School District
- Chattahoochee Valley Regional Library System
- Columbus Technical College
- The Literacy Alliance
- St. Luke United Methodist Church
- Columbus Baptist Association
- The Courier/Eco Latino Hispanic newspaper

These partners and others agreed to support the goals of *Plaza Comunitaria*, as they are consistent with Columbus/Muscogee County's position as the first Certified Literate Community in the state of Georgia. Columbus is committed to helping all our citizens advance their life situation by improving literacy levels.

Local and International In-Kind Support

As a result of collaborative planning, most of the physical resources needed to create *Plaza Comunitaria* are being provided at no cost by community partners, representing local in-kind support valued at over \$70,000. This includes classroom facilities, computer labs with internet access, TV/VCR audio/visual equipment, desks, and classroom furniture. Mexico's National Institute for Adult Education (INEA) has supplied a basic library of educational materials, including on-line courses and a resource directory.

Community-Based Sites

In 2005, the first community-based sites for Plaza were located at Baker Middle School and at the Elizabeth Bradley Turner Center at Columbus State University (CSU). Since that time, changes in staffing and demand for space have caused us to relocate the Plaza site to Mission Columbus Central on Buena Vista Road, which is conveniently situated for Columbus' greatest concentration of Spanish-speaking residents. In addition to providing the space and a computer lab for Plaza, Mission Columbus Central is a one-stop-shop for meeting community needs and offers the following services in addition to the Plaza:

- Food bank
- Clothing closet
- Medical / Mental Health screenings
- Dental screenings
- Temporary housing
- Women's Job Corps training
- English as a Second Language (ESL)
- Referral to other social services to reduce duplication of services

Mission Columbus Central provides greater access to support services and is available on more of a round-the-clock basis. The hours of operation for Plaza at this site are Monday and Wednesday from 7 p.m. to 9 p.m.

The second location for the Plaza will be at South Columbus United Methodist Church on Lumpkin Road, which is near Baker Middle School. The church will provide classroom space and a computer lab with 10 PCs. Funds will be used to upgrade computers and wire the lab for internet connectivity.

As demand for the Plaza grows, hours will be increased and sites will be added according to the needs and interests of the community. As partners are identified, a third site may be added in the Beallwood neighborhood to meet the needs of the Spanish speaking residents in that area of Columbus. Winning the trust and confidence of the Latino community is critical to program expansion, as word-of-mouth advertising carries the most weight in the community.

Project Management Plan

International Friendship Ministries (IFM) provides administrative support, fiscal management and oversight to the project. *Plaza Comunitaria* is managed by IFM Director of Ministries, Mr. Eddie Smith. Eddie has many years of experience in nonprofit program administration. Mr. Smith supervises the paid and volunteer staff and works to accomplish the goals and objectives of the Plaza program. He is assisted by part-time Site Coordinators at each Plaza site, and by part-time course Facilitators.

As we enter our third year of providing *Plaza Comunitaria* in Columbus, we see the need to hire a part-time (35 hours per week) bi-lingual **Family Services Director** to support the Plaza in the following areas:

- ❖ Provide outreach to increase awareness and participation in the educational opportunities of the Plaza;
- ❖ Work as a translator for migrant workers, families and people with limited English proficiency;
- ❖ Link participants to services offered by IFM and other local social services agencies;
- ❖ Assist in coordination of Plaza Comunitaria sites;
- ❖ Provide instruction and supervision of Plaza staff and volunteers and serve where needed;
- ❖ Work collaboratively with staff, clients and members of the community to increase the impact of Plaza Comunitaria.

Year 1 (2005): Accomplishments

- Recruited and equipped Spanish-speaking volunteers to conduct a Needs Assessment survey of the Latino community.
- Used survey results to tailor the services and offerings of the *Plaza* to meet local needs.
- Recruited community partners and volunteers.
- Hired Dolores Arce-Kaptain as the Program Director.
- Hired 5 part-time Spanish-speaking course facilitators.
- Engaged Course Moderator and Site Coordinator as in-kind support to the program.
- Staff completed INEA training to learn how to administer *Plaza* courses.
- Promoted Plaza program to Latino community through Spanish radio/newspapers, CSU Catalog, Spanish flyers distributed to schools, libraries, markets, businesses, and to English as a Second Language Classes.
- Held a Grand Opening community celebration at new Columbus Public Library on April 30th, Dia del Nino (Day of the Child).
- Launched program in conjunction with CSU's Spanish seminar series provided by Dr. Garcia, faculty member of the Department of Continuing Education.
- Established two initial sites for Plaza Comunitaria at CSU and Baker Middle School.
- Established a Basic Computer Literacy course to orient students to using the technology
- Over 75% of the enrolled adult students (24 out of 31) received certificates of achievement for completing course work in basic computer literacy, basic Spanish literacy and English as a Second Language (ESL)
- The positive experiences of Plaza students are winning the trust of the Latino community, resulting in increased enrollment

Year 2 (2006): Accomplishments

- Successfully transitioned program management over to IFM Director of Ministries.
- Transitioned program site from CSU to Mission Columbus Central on Buena Vista Road.
- By partnering with Mission Columbus Central, we were able to expand services provided to Plaza clients to meet more than just their educational needs.
- Recruited new community-based site at South Columbus Methodist Church to replace site at Baker Middle School.
- Trained staff and volunteers to administer courses and facilitate tutoring and mentoring.
- Tracked and monitor participants' educational accomplishments: numbers of GEDs, coursework completed, literacy levels, English proficiency.
- Enrolled 62 adult students in Plaza classes.
- Over half of the enrolled adult students (33 out of 62) received certificates of achievement for completing course work in basic computer literacy, basic Spanish literacy and English as a Second Language (ESL)

Year 3 (2007): Objectives

- Continue and improve upon activities of Year 2.
- Hire Family Services Director position (fluent in Spanish and English).
- Update and or/replace obsolete computers at Plaza sites.
- Wire Plaza sites for internet connectivity.
- Add additional community-based sites in Muscogee County, according to demand; Beallwood Neighborhood or other community partner sites.
- Increase financial sustainability.
- Increase hours of staff to meet needs of growing enrollment.
- Evaluate program success for continuous quality improvement.

CONCLUSION

Plaza Comunitaria is proving its value as an innovative distance-learning program that addresses the problem of low levels of education and literacy of Mexicans and other Latinos living in our community. Through collaboration with multiple community partners, including the financial support of the _____ **Foundation**, we can expand the impact of Plaza Comunitaria here in Columbus/Muscogee County.

Please continue your support with grant funding to make this vital educational resource available to our Spanish-speaking neighbors, and help us continue to improve the quality of life in Columbus.

Thank You!

PLAZA COMUNITARIA SURVEY

Survey for people who want to learn English or complete their education in Spanish
(Survey is conducted in Spanish)

1. Can you read Spanish? Yes ___ No ___
2. Can you write in Spanish? Yes ___ No ___
3. Please indicate your level of education:
- | | |
|-------------------------------|----------------|
| Finished elementary school | Yes ___ No ___ |
| Completed secondary education | Yes ___ No ___ |
| Completed high school | Yes ___ No ___ |
| Vocational school | Yes ___ No ___ |
| Trade: _____ | Yes ___ No ___ |
| College | Yes ___ No ___ |
4. Are you interested in the Literacy Program? Yes ___ No ___
5. Do you speak English? Yes ___ No ___
6. Do you have children living with you? Yes ___ No ___
7. Do your children younger than 12 years old speak English? Yes ___ No ___
8. Do you have relatives living with you? Yes ___ No ___
9. Do your relatives with whom you live speak English? Yes ___ No ___
10. In the space provided below, please indicate your level of English in each of the following categories:

Level	Speak English	Read English	Write English
very well			
well			
poorly			
none at all			

11. What other studies would you be interested in pursuing if made available in Spanish?
- Computers ___ English ___ Landscaping ___ Carpentry ___ Work safety ___ Other ___

PLAZA COMUNITARIA SURVEY p. 2

12. Where would be the best location to take classes?

- Baker Middle School _____
- Columbus State University _____
- Columbus Public Library on Macon Road _____
- Other _____

13. Do you have transportation to the places where classes will be taught?

Yes ___ No ___ Own car ___ Family/friend's Car ___ Bus ___

14. What is the best time for you to attend classes?

- Mon-Fri 5:00-8:00pm _____
- Sat 9:00am-12:00pm _____
- Sun 1:00-5:00pm _____

15. Do you need childcare? Yes ___ No ___

16. If we offer these classes, are you interested in taking them? Yes ___ No ___

17. What do you believe are the greatest issues facing Hispanics/Latinos in our community?

18. What country are you from? _____ What state/province? _____

19. How long have you lived in the US? _____ Zip code _____

20. Age: _____ 21. Sex: _____

If you give us your name and address we will send you information about enrollment in this

program:

OPTIONAL:

Name: _____

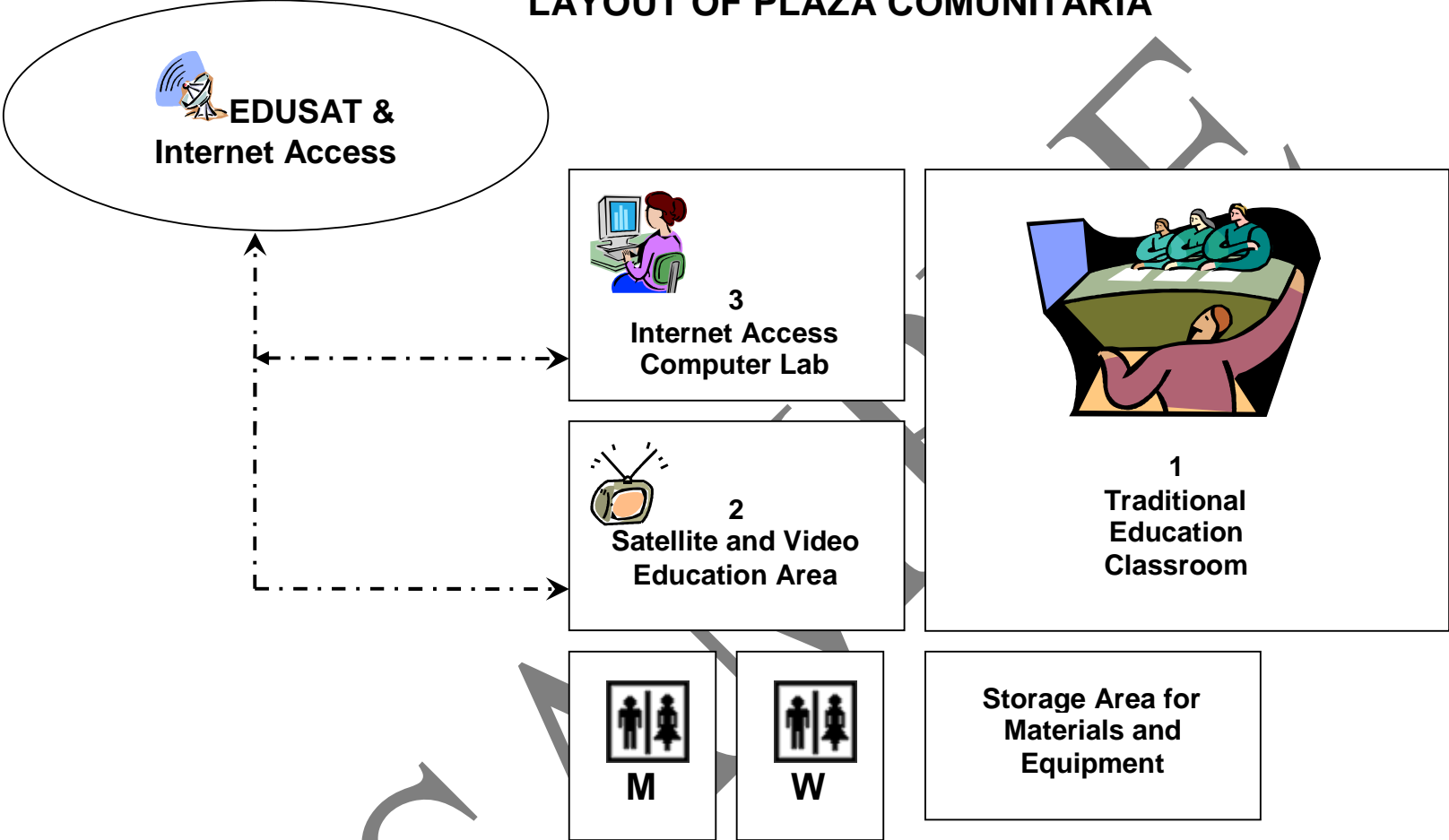
Address _____

Phone _____

Thank you!

Your answers will help us to develop more English courses as well as other areas of study.

LAYOUT OF PLAZA COMUNITARIA



PLAZA COMUNITARIA 3 Year Program Budget

BUDGET CATEGORY	2005	2006	2007	TOTAL
PERSONNEL				
a. Program Director	# of FTE			
b. Family Services Director	# of FTE			
c. Facilitator(s) 1 per Subject Area x 4 = 4 Facilitators:	# of FTE			
d. Site Coordinator(s)	# of FTE			
Subtotal Personnel				
EQUIPMENT				
a. Computers, router, Internet Connection				
b. VCR, TV - In Kind from site host				
c. Dedicated Computer Server / Web Portal - In Kind from Georgia Department of Education				
d. Classroom furniture (desks, blackboard): provided by site host				
Subtotal Equipment				
SUPPLIES				
a. Basic Library: Provided by Mexican Ministry of Education				
b. Student Supplies: notebooks, pencils, maps, etc.				
Subtotal Supplies				
TRAVEL				
a. Travel to Training Sites - Travel to Plaza Comunitaria training provided by INEA.				
b. Regional and Local Travel: Yr 1 - for staff to promote Plaza Comunitaria in Georgia. Yr 2 & 3: Host training in Columbus.				
Subtotal Travel				
TOTAL DIRECT COSTS				
INDIRECT COSTS				
Administrative support at 10% Indirect Cost Rate				
Total Budget				

GRANT INCOME

Foundation	\$25,000	\$25,000	\$25,000*	\$75,000
Foundation	\$20,000	\$20,000	\$20,000*	\$60,000
Foundation	\$15,000	\$0	\$15,000*	\$30,000
Institute for Mexicans Abroad	\$15,000	\$25,000	\$25,000*	\$65,000
TBD			\$19,203*	
<i>*Pending approval</i>				
TOTAL FUNDS COMMITTED & PENDING	<u>\$75,000</u>	<u>\$70,000</u>	<u>\$104,203</u>	<u>\$249,203</u>
Balance of Funds Needed				\$0

LETTERS OF SUPPORT

Chattahoochee Valley Regional Library System

Columbus Baptist Association

Columbus Georgia Consolidated Government

Columbus State University

Consulate General of Mexico

The Literacy Alliance

Muscogee County School District

SAMPLE

INTERNATIONAL FRIENDSHIP MINISTRIES

ORGANIZATIONAL DESCRIPTION

HISTORY / MISSION

International Friendship Ministries (IFM) was established in 1995 to unconditionally share God's love with internationals living in the Chattahoochee Valley through programs that meet their social, educational, and spiritual needs. There are at least 15,000 internationals living and working in the Columbus, Ft. Benning and Phenix City area, many of whom struggle with poor language skills, cultural barriers and economic challenges that leave them isolated and vulnerable. IFM serves as an information and referral source for internationals of every ethnic group, race and religion. IFM welcomes all in a spirit of international community and family. IFM helps internationals adjust to our culture and language by connecting them to American families, and by providing opportunities for them to develop deep and lasting friendships that overcome the language and cultural barriers. IFM equips volunteers from local churches, businesses, schools and partner organizations to befriend and assist internationals, giving themselves unconditionally to demonstrate the love of God in Christ, so that internationals can better understand their own relationship with God and come to know Him in a deep and personal way.

PROGRAMS

By primarily utilizing volunteers, IFM makes a significant impact in the lives of hundreds of internationals through the following strategic programs:

- **Family Partner Program:** connects international families with American families; reaches many military leaders who come to be trained at Ft. Benning's Western Hemisphere Institute for Security Cooperation (WHINSEC) and International Student Training Detachment (ISTD) and who will return to positions of leadership in their home country
- **Columbus State University International Student Outreach**
- **Expression Arts Program:** builds cross-cultural relationships through the international language of the arts. Provides lessons and performance opportunities to internationals and the broader community in dance, music, drama and art.
- **Language Institute:** English as a Second Language (ESL) instruction for internationals and Spanish instruction for churches and groups preparing for missions to Latin America
- **ESL-To-Go:** ESL classes delivered on-site at area restaurants and businesses that employ many Internationals
- **Family Outreach:** Saturday night dinners and Bible study for all ages
- **Hospitality Banquets:** provides opportunities for social and cultural exchange
- **Ladies Arts & Crafts:** weekly activities to break the ice and bridge cultures through hands-on arts and crafts for women.
- **International Children's Club and Day Camp:** a weekly club and summer camp
- **Operation Jump Start:** intensive 4 week summer school English tutorial program for school-aged children

WORLD IMPACT

The above programs are facilitated by a small staff of 4 full-time and 8 part-time personnel working in collaboration with multiple community partners, enabling IFM to keep budget costs extremely low. Over half of the organization's support is provided by individual donations, with the remaining coming from churches and foundations. Because of IFM, many in our community have become citizen-diplomats, reaching out one-on-one, building close personal friendships with internationals from over 50 countries, representing a full spectrum of ethnic and religious backgrounds. By showing friendship, love and acceptance, IFM demonstrates that God loves all people and wants us to love one another.

INTERNATIONAL FRIENDSHIP MINISTRIES BOARD OF DIRECTORS

NAME	TITLE	ORGANIZATION
Hal Averett	President	Averett Construction
Sharon Billins	Past-President	Columbus Ministerial Alliance
Steve Butler	CEO	W.C. Bradley Company
Carole Collins	Independent Artist	
Keith Cowart	Pastor	Christ Community Church
Mirta Fortin	Spanish Teacher	Columbus High School
Sara George	Community Volunteer	
Sheri Lawler	Community Volunteer	
Ivelisse Quinones	Associate Pastor	St. Luke United Methodist Church
Olga Salgado	Teacher	Harris County Schools
Jerry Scarborough	CPA	
Steve Smith	Attorney (Retired)	AFLAC

ADVISORY BOARD

NAME	TITLE	ORGANIZATION
Dr. Frank Brown	President	Columbus State University
Bubber Gross	CEO	Harvey Lumber Company
Steve Melton	President	CB&T Bank
Claude Scarborough	Owner	Scarborough Partners
Guy Sims	Exec Dir	United Way of the Chattahoochee Valley
Rex Whiddon	Dir of Major Gifts	Columbus State University

IFM COMMUNITY PARTNERS

IFM works in partnership with the local church, receiving financial support, in-kind support, and volunteers from the following Columbus area churches:

Christ Community Church
Cornerstone Baptist Church
Dayspring Baptist
Edgewood Baptist
First Baptist Church of Columbus
First Presbyterian Church
Gentian Baptist
Northside Christian Church
Rock Presbyterian Korean
St. Luke United Methodist
St. Mark United Methodist
St. Paul United Methodist
St. Stephens
South Columbus United Methodist Church
Southside Baptist
Solid Rock Assembly of God
Trinity Assembly
University Avenue Assembly
Wynnbrook Baptist
Wynnton United Methodist Church

Funding for IFM has also been provided through gifts from these foundations:

Bradley-Turner Foundation
The Butler Foundation
Community Foundation of the Chattahoochee Valley
The Pezold Foundation
Paul and Danny Amos Foundations
The National Christian Charitable Foundation
The Synovus Foundation
Institute for Mexicans Abroad

**INTERNATIONAL FRIENDSHIP MINISTRIES
ORGANIZATIONAL BUDGET
2006-2007**

Salaries and Benefits—Staff

\$

Program Expenses:

- Fundraising expenses
- Ministry Expenses
- Art Supplies
- Banquets, dinners and related
- Bible Study and Fellowship
- Children's Outreach
- Education Materials
- Family Outreach
- Family Partner Program
- Language Institute Program
- Student Work—CSU

Administrative Expenses

- Professional Fees
- Bank Services
- Computer and Equipment Expense
- Dues and Subscriptions
- Office Expense and Supplies
- Postage and Shipping
- Staff Development
- Telephone and Related Expense
- Office Occupancy Expense
- Discretionary Fund

TOTAL

\$

IRS TAX EXEMPTION CERTIFICATE

SAMPLE