PROPOSAL 1: LORTOWN LITERACY OUTREACH

SAMPLE PROPOSAL PORTFOLIO | RHETORICAL METHODOLOGY COMPANION

Chapter 1: Foundations

This project initiates the Rhetorical Thinking Model by integrating the E-Sum Foundation's priorities with Lortown's neighborhood strengths.

Podcast: SMARTIE Objectives

PDCST: SMARTIE Goals and Equity

Lortown Literacy Outreach Initiative

I. Executive Abstract

The Lortown Literacy Outreach Initiative is a collaborative startup project designed to establish a mobile literacy unit serving 300 elementary students in three underserved neighborhoods. By delivering weekly academic tutoring, family literacy workshops, and multilingual reading resources directly to local communities, the project bridges Lortown's recent 5% enrollment surge and stagnant public school funding. The initiative leverages local volunteer networks and church facilities to maximize the return on investment and build lasting capacity.

Chapter 10: Needs

Defining localized problems with specificity is a core technical standard. Quantitative school data must be balanced with stories of children waiting for support.

Podcast: Humanizing Needs

PDCST: Humanizing Needs Statements

II. Problem & Needs Statement

Lortown, Ohio faces a critical shortage of extended learning and literacy opportunities during crucial afterschool hours. Stagnant public school budgets have led to severe cuts in district-provided academic support, while student enrollment has increased by 5% over the past year. Consequently, over 300 elementary students lack supervised, high-quality afterschool tutoring. To measure the severity of this gap, local educators evaluated baseline reading competencies, discovering that 42% of third-graders in target neighborhoods read below grade level. Without immediate intervention, these students risk falling permanently behind their academic peers, widening local achievement disparities.

Chapter 5: The Loop

Chapter 5 warns against the 'coherence trap' where project tasks fail to connect to outputs. This Gantt chart maps clear, logical dependencies.

Podcast: Logic Models & Flaws

PDCST: Why AI Ruins Logic Models

III. Project Plan & Timeline (Gantt Chart)

The project operates across four sequential phases over a 12-month period to ensure rigorous alignment between tasks, outputs, and outcomes.

Project Phase / Major Task	Q1	Q2	Q3	Q4
MOU Finalization & Hiring (M1-2)	X			
Material & Mobile Van Prep (M3-4)	X	X		
Weekly Mobile Tutoring (M5-10)		X	X	X
Post-Testing & Reporting (M11-12)				X

Chapter 11: In-Kind

Valuing non-cash contributions like volunteer hours ($25/hr fair market value) proves regional collaboration and leverage.

Podcast: Financial Stories

PDCST: Rhetoric of Cost Proposals

IV. Cost Proposal & In-Kind Match

We request $15,000 to cover direct project expenses. To show robust organizational commitment, our partners provide a 41% matching contribution through volunteer hours and space.

Budget Category / Line Item	Funder Ask	In-Kind Match	Total
Program Coordinator (Wages)	$8,500	$0	$8,500
Volunteer Tutoring (150 hrs)	$0	$3,750	$3,750
Van Operations & Fuel	$3,500	$0	$3,500
Donated Church Hub Space	$0	$2,400	$2,400
Supplies & Books	$3,000	$0	$3,000
Total	$15,000	$6,150	$21,150

Chapter 14: Future

Sustaining value beyond the grant means embedding capabilities into local community assets rather than maintaining reliance.

Podcast: Sustaining Impact

PDCST: Post-Grant Stewardship

V. Sustainability Statement

Sustainability is embedded directly into our project design. Rather than relying indefinitely on external funding, our mobile hubs are hosted at local community centers and churches. Trained bilingual volunteers will continue to facilitate weekly tutoring sessions using the purchased educational materials. This capability-based sustainability ensures that community assets remain active long after the E-Sum Foundation grant period concludes.