

**Louisiana Developmental Disabilities Council
Application for Funding
Cover Sheet**

Applicant Organization Lighthouse Louisiana (The Lighthouse for the Blind, New Orleans Inc)

Project Director Stephanie Benedetti (CEO/President Renee Vidrine will sign contracts)

Address 123 State Street New Orleans LA 70118

2773 N Flannery Road Baton Rouge, LA 70814

Telephone 504-899-4501 x 208

Fax _____

E-Mail Address sbenedetti@lighthouselouisiana.org

Type of Organization Disability and social services

Is the Organization Non-Profit? A Corporation? Publicly traded?

Solicitation of Proposals (SOP) Title Videos and Visual Materials

Your Project Title Ready

Parishes Served by the Project All parishes.

Project Period Begins 10/1/2020

Project Period Ends 9/30/2021

Project Amount Requested \$50,980

Brief Description of Your Project Lighthouse Louisiana will provide

support and collaboration to LADDC around the theme of Readiness for

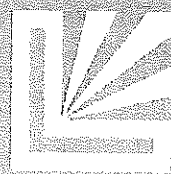
1) Work (successful competitive employment) 2) Learn (promotions and education)

3) Life (access to home and community based services), through the creation of visual

materials such as digital videos and materials.

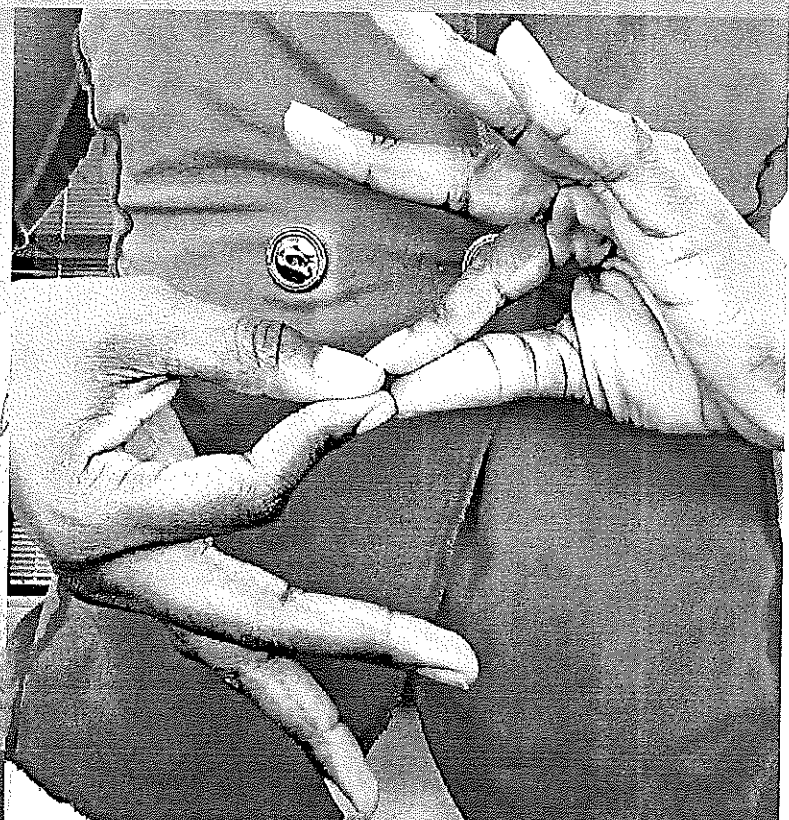


The Power of Partnership



Lighthouse Louisiana

2019 ANNUAL REPORT



MESSAGE FROM THE Board Chair & President/CEO

Lighthouse Friends,

Thank you for supporting Lighthouse in providing life-changing services to nearly 2,400 individuals with disabilities in the Gulf South in 2019!

As we reflect on this past year, we think of the **power of our community and the partnerships we have formed and strengthened.**

Partnerships with RTA, NOIA Complete Streets, and Move BR, that are ensuring transportation access for people with disabilities.

Partnerships with donors, who empowered us to complete a community assessment in Baton Rouge to identify gaps in services for people with disabilities.

And partnerships with individuals with disabilities and their families, who trusted us to provide high-quality services, employment, and advocacy.

Recently, life for all of us has significantly changed and at the Lighthouse we are **adapting and innovating** to ensure that people with disabilities have equal access to resources, education, and employment.

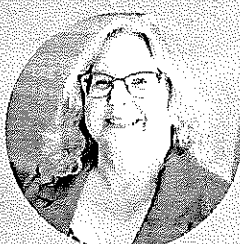
Your ongoing support will allow the Lighthouse to continue to respond to the needs of those we serve.

We are proud to share with you a snapshot of our year at the Lighthouse.

Your partnership is what makes the Lighthouse great, and we appreciate your continued support of our organization and our community.



Brian Capitelli
2019 Board Chair



Renee Wehler
President/CEO

2019 Board of Directors

Brian Capitelli, Chair
Capitelli & Wickler

Blair Monroe
Blue Hill Data Service

Susan Pereira, Vice Chair
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Julie Nasser
Hancock Whitney Bank

H. Elder Cowin, Secretary
Hancock Whitney Bank

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Villere & Co.

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James Parrier
Parrier Party Rentals

Keith Katz, At Large
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Jones Walker

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Commenda Technology, Inc.

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Christina Williams
Teladoc Health

Kevin Gray
Capitol One

Marcelo Wainer
Blue Wolf Lawyers, PLLC

Gama Garcia
Capitol One Bank

Tommy H. Harn
US Bank Bank

Charles Hume
Meredith Life Media

Timothy
Wells Fargo Bank

Grant Wagner

David
Bank

Andrew Kirby
Bank

Corey "Goob" Kolo
Kolo & Wells Services, Inc.

John F. Moore
Fidelity Investments

John Paul
Capital One Bank

John
Bank

2019 Impact



1,366

Adults who are blind or low vision provided with vision services to maintain independence at work and home.



553

Individuals who are Deaf or Hard of Hearing received interpreting services, adaptive equipment, or advocacy support.



284

Job seekers with a disability received work skills training, job coaching, and job placement support.



169

Youth with disabilities received access to services to support academics, independent skills, and job and college readiness.

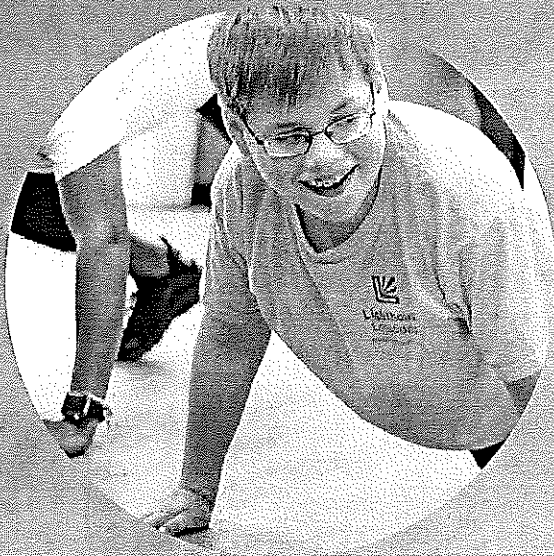
↑ Hosted first ever parent advocacy nights for caregivers of children who are blind or low vision

↑ 5% average wage increase for social enterprise employees with a disability

↑ 74% increase in American Sign Language hours of interpreting

↑ 34% increase in adults provided with vision services

2019 Highlights



Expanded our in-school services and extracurricular programming for youth with visual impairments by hiring a full-time Director, a teacher for the Visually Impaired, and a dual-certified Teacher for the Visually Impaired and Orientation & Mobility Instruction.



Hosted our first ever visual products vendor demonstration day, where clients were able to try new adaptive equipment and meet with specialists and vendor representatives to find the equipment they need and be introduced to new technology.



Recognized nationally as a 2019 The Voice of the Blind Award recipient from the International Federation of Blindness, a commitment to hiring veteran, veteran job coach, who is the Production Manager for the House of the Rising Sun, appreciation for director of the award from Baton Rouge Mayor-President Eric Cantrelle, Workforce Inc.



Continued efforts for the past year to make our campus more accessible, signals will automatically be upgraded to Accessible Pedestrian Signal (APS) throughout Louisiana. These signals provide audible and vibrotactile information to pedestrians who are blind or visually impaired.

SERVE

EMPOWER

ADVOCATE

Baton Rouge Reopens

On August 16th the Baton Rouge area opened their doors to the community for the first time in over 100 years. The community is now open and ready to welcome everyone back. The community is now open and ready to welcome everyone back. The community is now open and ready to welcome everyone back.



Needs Assessment

The agency completed a community needs assessment in the Greater Baton Rouge area. The agency has series of primary organization interviews, additional group, and survey of people with disabilities. The agency will provide a report on the results of the assessment. The agency will provide a report on the results of the assessment. The agency will provide a report on the results of the assessment.

Special thanks to the
Huey and Angelina Wilson Foundation,
who made this assessment possible.

2019 Baton Rouge Advisory Board

Danielle Borel, Chair
Brazzelle, Sachse & Wilson, LLP

Kelly Bange
Blanchard Energy Solutions

Tim Basilica
Onsite Design

David Beach
The Huey & Angelina Wilson Foundation

Dr. Kendall Beissinger
Doctors Exchange of LA

Michael Butler
Summit Electric Supply

Brent Cobb
Allstate

John Funderburk
Kean Miller

Chase Gore
Taylor, Wallens, Patis & Duhon

Ty Gose
Baker & Blum

Cheri Johnson
Wenmark Hospital

Dr. Michael Morgan
Ochsner Hospital

Andy St. Romain
Jones Walker

Erick Schmolke
Hancock Whitney Bank

Wade Stephens
Larchmont Company

Mich Stewart
LePonte CPA

Elka Walter
Pelican Chapter, Association of Builders & Contractors, Inc

Charles "Chuck" Williamson
Williamson Eye Center

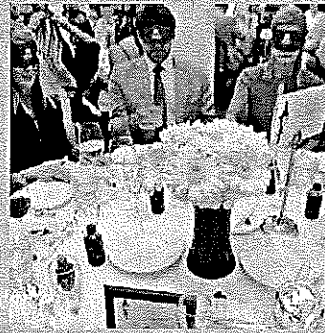
Father Patrick Mascarella
(201)4-20113

Signature Annual Events



Putt Putt Tournament
March 26, 2019, City Putt

Family friendly putt putt with team trophies and prizes



Soiree de Lumiere
June 19, 2019, Armands

Five course culinary experience graciously hosted by the Casbarian Family



Light Up The Night
October 11, 2019, Women's Open Center

Tasting of New Orleans restaurants, sensory activities, and a stunning silent auction



Dining in the Dark
November 7, 2019, Louisiana Alumni Center

Blindfolded, regional wine and food tasting stations, sensory activities, wine pull, Our premiere Baton Rouge event

Volunteer Spotlight



Carl Arredondo

After spending 34 years as a neurologist and a leading doctor at the University of Kentucky, Dr. Arredondo is now a volunteer at the center. He has been a volunteer for several years and has been instrumental in the center's success. He has been a volunteer for several years and has been instrumental in the center's success.



Peggy White

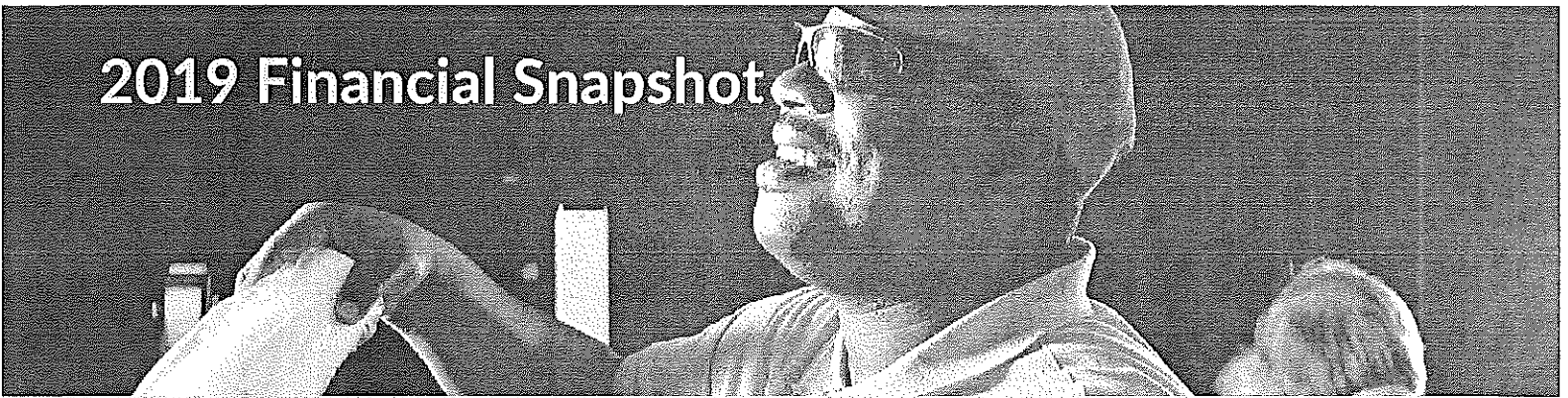
Peggy has worked in a restaurant for 20 years. She is a volunteer at the center and has been instrumental in the center's success. She has been a volunteer for several years and has been instrumental in the center's success.



Michelle Miller

Michelle has been a volunteer at the center for several years. She has been instrumental in the center's success and has been a volunteer for several years. She has been instrumental in the center's success and has been a volunteer for several years.

2019 Financial Snapshot



Revenue

Social Enterprise: \$49,232,871

Contributions: \$1,007,344

Grants & Foundations: \$426,446

Government Funding: \$396,980

Investment Income: \$692,045

Revenue Breakdown



Total Operating Revenue: \$21,850,518

Expenses

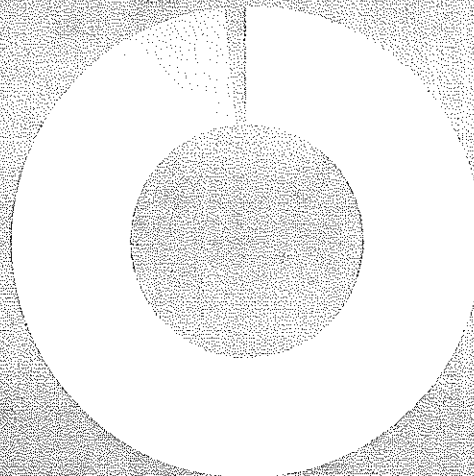
Costs of Goods Sold: \$11,818,977

Programs & Services: \$9,111,538

General & Administrative: \$1,795,208

Fundraising: \$349,757

Expense Breakdown



Total Operating Expenses: \$23,075,480*

*Includes depreciation on social enterprise equipment

2019 Visionary Donors

\$100,000+

Anonymous
Rose Mary Bernstein (Bequest)

\$50,000 - \$99,999

Larry and Marla Garvey Donor Advised Fund
Huey and Angelina Wilson Foundation

\$25,000 - \$49,999

Capital One
ForeKids Foundation
Huhtamaki
National Industries for the Blind

\$10,000 - \$24,999

Arnaud's Restaurant
The Joe W. & Dorothy Dorsett Brown Foundation
Crescent Title
Energy Corporation
Golding Family Foundation
Hancock Whitney Bank
IBERIABANK
Eugenie & Joseph Jones Family Foundation
Pratt-Stanton Manor Fund
J. Edgar Monroe Foundation
Kathleen Neillton
E. J. and Marilyn B. Ourso Family Foundation
Oscar J. Tolmas Charitable Trust

\$5,000 - \$9,999

Eye, Ear, Nose & Throat Foundation
Farrinbacher Memorial Fund
Georgia Pacific
Larsen Intermodal Services
Dr. Michael and Chris Morgan
Morgan Stanley Wealth Management
New Orleans City Council/Cox
Communications Loubiana
New Orleans City Council/Harrath's New Orleans Casino
Donald Palmer Charitable Foundation
Fra-Beno Publico Foundation
Joseph Roth Family
Salmen Family Foundation

Nita-Jean Sams
Leo W. Seal Family Foundation
Southern Retinal Institute/Trebor, Inc.
Verdad Real Estate, Inc.
Victory Packaging
Fran and George Villare Fund
Lamar and Michelle Villere

\$2,500 - \$4,999

Associated Terminals
Baton Rouge Regional Eye Bank
Robert and Caroline Brickman
Ivy Brown Fund
Brown & Brown of Louisiana, LLC
Nicki Candies
Capitell and Wicker
Gauthier Family Foundation
Ryan and Sara Gootee
Ty and Shawna Gose, Jr.
Henry Street Fund
Holy Cross School
Junior League of Baton Rouge
Lee Michaels Fine Jewelry
Charlie Marks and Tabby George
New Orleans Hash House Harriers
Friends of LightHouse
Julie and Jay Nasser
Ransdell & William Prasin
The Vincent Sara Foundation
Shell Oil Company Foundation
Linda Thompson
Woodward Design Guild

\$1,000 - \$2,499

The Acabella Fund
Harry and Cynthia Ballard
Stephanie Bonadetti
Katharine Bon
Donald Bulleror
Demi Bove and Nathan Justice
Blairis V. Bourgeois, LLC
Elizabeth Sains & Wilson LLP
Cahn Family Foundation
Carver Garden
Cox Communications
Richard & Michelle Courchesne
Norman Gracich
Erica Goff and Michael Goff
Gard & Goff Co. Inc.

Eye Medical Center
Stephen and Amy Farnsworth
First Bank and Trust
Gillis, Ellis & Baker Inc.
Bella Goldman Memorial Donor Advised Fund
The Grefer-Haase Fund
Elder Gwin
Elaine and Ben Haney
Odette C. Henican Foundation
Lanter Hosford
The Insurance Professionals of Greater New Orleans
Kirk Jones
Jones Walker
Arthur Jung
Kanellos & Hevezl Giving Fund
Mr. and Mrs. A. Keith Katz
Kean Miller, LLP
Gary and Betsy Laborde
David and Elizabeth Lawrence, Jr.
Dr. Alejandro Leon and Maria Reinoso
Martzell, Bickford & Centola
Frank and Ann Masson
Patricia McIntyre
Diane and Mr. O. Miller II Foundation
Lila Lee B. & Morris W. Newman
Charitable Foundation
John Nickens, IV
Ochsner Health System Baton Rouge
Susan and David Pereira
James and Erica Reiss, III
Gary and Jaynelle Reynolds
Alan and Ann Robson
Katie and Sally Russell, III
Marilyn Rusovich
Dr. Troy Scroggins
Caynell & Edith Slaton
Roth Charities
Blair and Robert Tullis
Charles Van Mullen
Renee Vantine
Marcella & Joshua Wainst
Wainst Companies



Free Virtual American Sign Language Classes

EVERY MONDAY

6:45PM - 8PM

ONLINE

RINGCENTRAL/ZOOM

OPEN TO ALL AGES

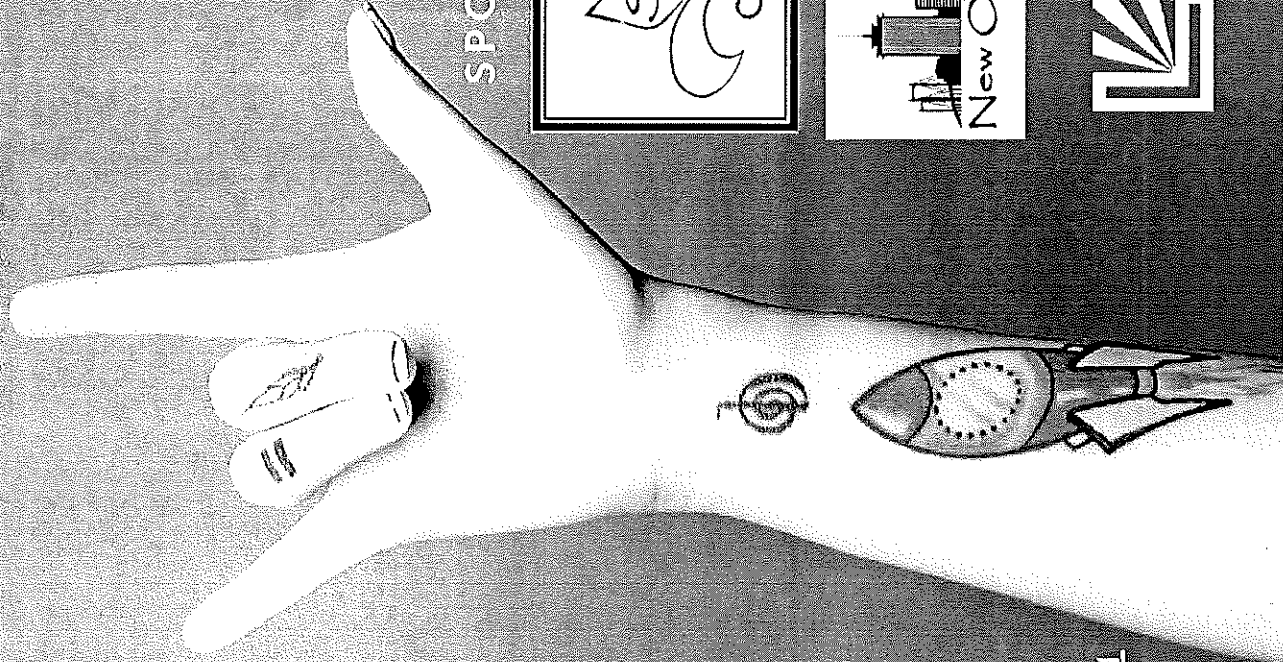
OPEN TO ALL LEARNERS

OPEN TO ALL LEVELS

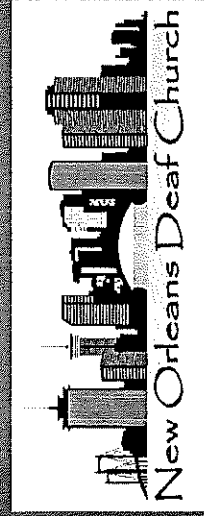
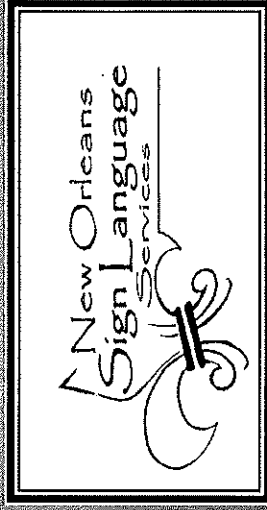
FOR MORE INFO OR TO JOIN:

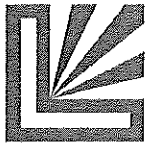
NOLASIGNLANGUAGESERVICES@GMAIL.COM

504-722-2967



SPONSORED BY





Identifying Unmet Needs of People who are Blind, Deaf, or who have Other Disabilities in the Greater Baton Rouge Area

COMMUNITY PRIORITIES



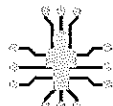
Transportation

Transportation is a critical resource for Baton Rouge residents with disabilities to access services, employment, and social and recreational activities.



Social & Recreational

People with disabilities in Baton Rouge seek opportunities for exercise, social events, and classes that are accommodating of their disability.



Connection to Services and Benefits

Navigating the social support system is confusing, and Baton Rouge residents with disabilities need assistance in understanding benefits and services available to them, as well as the ability to access those services.

Special thanks to:



METHOD



15 Organizational Interviews



6 Focus Groups



227 Surveys

NEXT STEPS



Partner with public and private community resources including transit and rec programs.



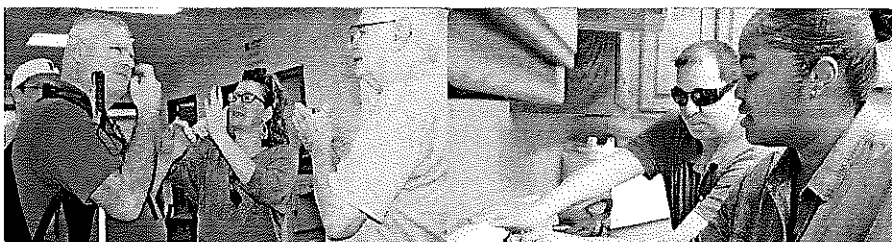
Ensure service centers are in accessible locations.



Outreach to Baton Rouge residents with disabilities to raise awareness of services available to them.



Identify grants and funding resources to remedy service provision gaps.



For More Information:

Anne Jayes

Senior Director, Advocacy

ajayes@lighthouselouisiana.org

I am Deaf or Hard of Hearing

Please point to the pictures to help me understand what you want.



License



Insurance



Registration



Concealed Carry
Weapon Permit

VIOLATIONS

If I am being arrested or asked in for questioning, I require:

- A Qualified and Certified Interpreter (Call 504-812-3765)
- To make a phone call (TTY/Video Phone / my wireless device)
- Communication Access Real-Time Translation (CART)
- VRI (Video Remote Interpreting) or other accommodations



Expired License or
Registration



Stoplight or Stop Sign
Violation



Seatbelt or Carseat
Violation



Headlight or Taillight



Driving Under the
Influence



Speeding



Not obeying posted
signs



Reckless Driving



Arrest Warrant or
Questioning

Warned

Ticketed

Arrested

I am Deaf or Hard of Hearing

Help



Lost/Directions



Gasoline



Hospital



Flat Tire



Tow Truck



Police Protection
or Assistance

The best way(s) to communicate with
me are:



Interpreter



Text



Writing



Lip Reading



Gestures



Assistive Listening
Device

Communication Tips:

- Make sure you are facing me and maintain eye contact.
- Speak at a normal pace
- Writing notes MAY help, English may NOT be my first language
- I cannot lip-read everything you say
- A hearing aid or Cochlear Implant won't help me hear everything
- Avoid shining a flashlight in my face as this will hamper my ability to see you to communicate
- I may speak, this does not mean I can hear and fully understand

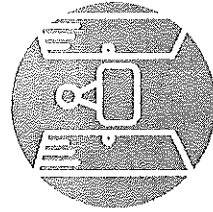
For more information or for an ASL
interpreter, contact Lighthouse Louisiana
504-812-3765 or 504-451-1006
deafservices@lighthouselouisiana.org



IGP Career & College Transition Support

As an eligible LDOE student planning partner, Lighthouse Louisiana can support IGP updates for high school students or college and career transitions for graduated seniors. With specialized expertise in accommodations for students with disabilities, we support our Greater Baton Rouge and Greater New Orleans communities in preparing students for life after high school.

✓ Virtual ✓ On-Site Group ✓ Individual

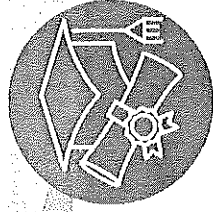


PREPARE FOR LIFE

- Soft Skills Training
- Mentorship
- Community Resources
- Self-Advocacy

PREPARE FOR CAREER

- Resume Building
- Interview Skills
- Career Exploration
- Job Coaching Support



PREPARE FOR COLLEGE

- Financial Aid Planning
- College Exploration
- Applications
- FAFSA



CONTACT

Sarah Barnes, Youth Services Director
sbarnes@lighthouselouisiana.org 504-450-9827

Victoria Perodin, Lead, Work Readiness
vperodin@lighthouselouisiana.org 504-234-8903





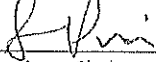
President to Sign Contracts, Agreements, etc.

RESOLVED, that the following resolution was updated and adopted at a meeting of the Board of Directors of The Lighthouse for the Blind in New Orleans, Inc. held on 5/13/20. Upon unanimous approval, the following resolution was passed.

RESOLVED, that Louellia Renee Vidrine, President of the corporation, The Lighthouse for the Blind in New Orleans, Inc., a not-for-profit organization incorporated under the laws of the State of Louisiana, be authorized to accept service of any pleadings, sign petitions, contracts and similar agreements and to do and perform any and all acts necessary to the acceptance and completion of such, effective 5/13/20 through 5/31/21.

C E R T I F Y

I certify that this is an excerpt from the original board resolution, adopted on 5/13/20 at its Board of Directors meeting



Susan Pereira -- Chairperson

5/13/20

Dated

I certify that this signature is that of Susan Pereira, Chairperson of this corporation.



Nichole Faucheux -- Executive Assistant

5/13/20

Dated

123 State Street, New Orleans, LA 70118
504-899-4501 Fax: 504-895-4162

Summary of Qualifications

Founded in New Orleans in 1915, Lighthouse Louisiana, a registered state of Louisiana 501(c)(3) nonprofit, provides extensive services to adults and children with disabilities. Lighthouse Louisiana was originally called the Louisiana Commission for the Blind and was the state of Louisiana's first known social enterprise, providing employment and social/recreational opportunities for adults who are blind in New Orleans. Since that time, community services have expanded to include services for the Deaf, Hard of Hearing, and individuals with other significant disabilities as well as expanded services across Louisiana. To reflect these changes, the organization rebranded as Lighthouse Louisiana.

Lighthouse Louisiana is overseen by a 30-member Board of Directors, a CEO with almost 20 years of experience in senior management of the organization, and a qualified senior management team consisting of 8 VP/Director level staff who manage all aspects of the organization.

In 2017 the Board of Directors adopted a new strategic plan, which included a revised mission statement: "To empower individuals with disabilities through services, employment, and advocacy." The strategic plan challenges Lighthouse staff to deliver against the mission and ultimately work towards catalyzing the Lighthouse vision of a world where all people are able to reach their full potential through innovative programming that is responsive to the unique needs of each individual, developing creative solutions, advocating for equity of access, and providing accountability to those we serve and our community.

Lighthouse Louisiana offers a range of services for children, adults, and seniors with disabilities including:

- Vocational Rehabilitation: extensive community-based work readiness adult training courses, job seeking and placement support, and extended support services and job coaching and advocacy for individuals with all disabilities working as a vendor through Louisiana Rehabilitation Services (LRS) and an Employment Network vendor through the Social Security Ticket to Work Program and through private and grant funding. Lighthouse Louisiana is also an AbilityOne nonprofit agency, currently employing 90 individuals with disabilities and serving as a demonstration center for the employment capabilities of individuals who are blind or have other significant disabilities for the region.
- Youth Services: parent advocacy training and peer supports, in-school Teachers for the Visually Impaired and Orientation and Mobility specialists, braille training, school sensitivity and advocacy training, social/recreational classes and no-cost summer camps including an employment transition camp for students with visual impairments, and Pre-Employment Transition Services for individuals with all disabilities within public and charter high schools.

- **Adult & Senior Vision Rehabilitation:** occupational therapy, adaptive technology training, equipment, caregiver training and advocacy training and support, social services, support groups, braille classes, senior living classes, recreation, mobility advocacy, and braille.
- **Deaf Services:** high quality communication access, services, advocacy, and equipment to people who are Deaf, Hard of Hearing, Deafblind, and people who have hearing loss or speech impairment. Lighthouse Louisiana also operates as the Louisiana Commission for the Deaf Regional Services Center for New Orleans and Baton Rouge areas. The Lighthouse is the premier source for American Sign Language Interpreting services and adaptive equipment. We also provide ADA compliance training, sensitivity training, and advocacy services.

In 2019, the Lighthouse served over 2,400 unique individuals with services. The Lighthouse also has staff serving on the New Orleans Mayor's and Governor's councils on disability within the state of Louisiana as well as board, chair and member roles in national organizations for people with disabilities. Our staff maintain credentials relevant to their service area including Licensed Clinical Social Worker, Teachers of the Visually Impaired, Certified Rehabilitation Therapists and Occupational Therapists, Certified Assistive Technology Instructional Specialists, Sign Language Interpreters, Certified Work Incentive Counselors, and Certified Employment Support Professionals.

Lighthouse Employment Services staff are members of Association of People Supporting Employment First (APSE) and National Employment Network Association (NENA) as well as Lighthouse holds a membership with American Association on Intellectual and Developmental Disabilities.

Lighthouse Louisiana supports clients with disabilities with services and is also a model employer, employing 90 people with disabilities across all levels of the organization from entry level to executive level staff in jobs with competitive wages and full benefits packages.

Experience

Lighthouse Louisiana creates all in-house materials including high quality digital and physical brochures, manuals, campaign materials, and videos

We have included as addendums to this proposal examples of visual materials for demonstration of capabilities.

Lighthouse Louisiana currently holds a contract with the Federal Deposit Insurance Corporation (FDIC) to create disability-accessible video materials in a firm-fixed contract basis for their Money Smart Curriculum. Key elements of the contract include:

1. Curriculum Design
2. Preparation of script/presentation materials
3. Filming of video (with ASL interpreter)
4. Video Editing and captioning
5. Video Transcription
6. Video dissemination outreach plan development

Lighthouse has extensive capacity and expertise in creating accessible content and providing plain language, captioning, American Sign Language, large print and braille content.

Lighthouse currently employs 3 full-time staff with a primary focus on Communications, including the Senior Vice President of External Affairs, a Communications Specialist who specializes in videography, graphic design, and editing, and an Administrative External Affairs Specialist with experience in media development and outreach, journalism, photojournalism, and film. Other resources include a staff CWIC (Certified Workforce Incentive Counselor), Social Worker, and accessibility subject matter experts in braille, ASL, community sign language, and common language materials.

Stephanie Benedetti MS, Ed, Senior Vice President of External Affairs, will oversee the project. Stephanie has been working in the disability field since 2008. She leads the organizational management of the Lighthouse, including marketing, sales, outreach, and communications. Ms. Benedetti has expertise in implementing organization-wide growth initiatives, video and visual materials development, contract, project, and grant management, and policy updates and reviews. She supports program growth and expansion through enhancement of existing programs and incubates and develops new programs.

Lighthouse owns video and film studio equipment (green screen, mic, camera, lights, etc), graphic design equipment and software, braille equipment, and a team of staff and contract interpreters and brailers who can create high quality and accessible print, digital, and video materials.

Fiscal Stability & Capacity

Founded in New Orleans in 1915, Lighthouse Louisiana is a staple in the community and is well-recognized for providing extensive services to people with disabilities. Lighthouse Louisiana is led by President Renee Vidrine, who has been at Lighthouse for almost 20 years, and governed by a 30-member Board of Directors composed of community business and professional leaders, including individuals with disabilities, who are committed to ensuring organizational success. Both the Lighthouse staff and the Board of Directors are dedicated to the continuance of organization because of its vital importance to the region and the state.

Revenue is generated from a healthy mix of product sales, fee for service sales, service contracts, investment income, grants, and fundraising efforts. Lighthouse Louisiana has adequate liquid assets and access to credit lines to comfortably invest in any initial expenses.

In 2019, Lighthouse oversaw grants and contracts totaling nearly \$900,000. These included funds received from private foundations, as well as state and federal sources. Grants and contracts account for 4% of Lighthouse Louisiana's total budget, and Lighthouse reports on and monitors all grants and contracts.

Lighthouse is primarily supported by its social enterprise operations, which employ a workforce made up of people with disabilities, including those who are blind, Deafblind, have developmental disabilities, are autistic, or have other types of disabilities. All staff at Lighthouse Louisiana are paid competitive wages and offered full benefits. The gap in costs for the organization is made up with private contributions from individuals, foundations, corporations and civic organizations.

In 2017, the Board of Directors underwent an intensive strategic planning process to set the course for Lighthouse for the next five years, including ensuring fiduciary responsibility for the stability of all programs.

All financial matters are overseen by the Finance Committee and approved by the Board of Directors. The duties of the Finance Committee consist of overseeing the maintenance of accurate financial records of the Corporation; monitoring expenditures to ensure operation within the annual budget; overseeing the preparation and distribution of the Corporation's annual financial statements, which are to be audited by an independent Certified Public Accountant; monitoring adherence to Board financial policies; submitting regular financial reports to the Board; overseeing preparation of, review, and presentation to the Board of the annual budget of the Corporation; reviewing staffing plans and future hires as they relate to the budget; periodically reviewing employee benefit plans, insurance coverage, office procedures, and other matters as they relate to the finances of the Corporation; and overseeing the Corporation's investment account and recommending an investment policy to the Board.

Proposal/Work Plan (5 pages, 4-8)

Executive Summary

Lighthouse Louisiana intends to engage in four key activities that would generate accessible and clear video and visual content deliverables along the identified topics within the SOP.

These four central activity areas are:

Activity #1: Collaboration/Planning

Activity #2: Materials Development and Approval

Activity #3: Materials Dissemination and Outreach

Activity #4: Measurement and Final Evaluation

Lighthouse Louisiana has structured their proposal around the concept of people with developmental disabilities being "Ready," to support the belief that inclusion of people with disabilities must come from a mindset of confidence and willingness versus fear and reluctance.

Ready to Work: Modeling the AAIDD position statement around Employment, the Ready to Work Concept will promote the concept that, "People with intellectual and developmental disabilities (IDD) can be employed in the community alongside people without disabilities and earn competitive wages. They should be supported to make informed choices about their work and careers and have the resources to seek, obtain, and be successful in community employment." From this statement, Lighthouse will collaborate with LADDC and identified stakeholders to create content that promotes examples of successful employment of individuals with disabilities including fair and reasonable wages and benefits, self-employment/business ownership, and advancement/upward mobility.

Ready to Learn: This concept will illustrate pathways for students to earn a high school diploma that reflects on Act 883 (April Dunn Act of 2014) which establishes alternative pathways for grade promotion and graduation for students with disabilities who have not passed standardized tests.

Ready to Grow: This concept focus will center around promotion to job advancement and career development as well as opportunities to work and increase earnings and assets without losing eligibility for public benefits. Materials will also be developed that demonstrate access to home and community based service, including waivers for people with developmental disabilities.

The initial proposal of theme/content detailed above will change and evolve as part of the collaboration and planning process in Activity #1 detailed below.

Activity #1: Collaboration/Planning/Discovery

Lighthouse staff will conduct listening sessions with LADDC, stakeholders with developmental disabilities and their families and relevant subject matter experts in preparation for creation and development of video and visual content. These listening sessions will aim to ensure that Lighthouse is hearing from multiple perspectives and implementing diverse viewpoints.

Lighthouse will also meet with LADDC project management in a minimum of 1 and maximum of 5 collaboration meetings to finalize priorities and materials deliverable against these priorities.

Collaboration meetings will cover the following campaign strategy topics:

- a) Campaign goal alignment with collaboration partners (LADDC and designated stakeholders)
- b) Target audience(s) confirmation
- c) Messaging/campaign confirmation
- d) Materials deliverable scope confirmation or rescope (proposed below)
 - i) Ready to Work
 - ii) Ready to Learn
 - iii) Ready to Grow
- e) Distribution/Dissemination/Outreach strategies
- f) Results measurement (short + long term)

Activity #1 Deliverables:

- a. Stakeholder Feedback/listening sessions & takeaways report
- b. LADDC Scope Confirmation Meeting(s)
- c. Deliverables Confirmation Summary
 - i. Campaign goal alignment with collaboration partners (LADDC and designated stakeholders)
 - ii. Target audience(s) confirmation
 - iii. Messaging/campaign confirmation
 - iv. Materials deliverable scope confirmation
 1. Ready to Work
 2. Ready to Learn
 3. Ready to Grow
 - v. Distribution strategies
 - vi. Results measurement (short + long term)

Activity #2 Materials Development & Approval

Based on the materials deliverable scope confirmation in Activity #1, Lighthouse will release finalized materials periodically throughout the year with final approval from LADDC prior to release.

Lighthouse Louisiana's proposed initial deliverables will be:

Quarterly video shorts (4) featuring examples of successful employment of individuals with developmental disabilities (released January, April, June, and August)

Semiannual pathways videos (2) featuring pathways for students to achieve a high school diploma through the April Dunn Act of 2014

Campaign materials (brochure, social media content, one sheet) and a video short illustrating how to access home/community based services, including waivers.

All written materials will be available on request in Braille format and all videos will include captioning. At the request of LADDC, the scope can include ASL interpreted videos. Materials will be provided at LADDC's preference through a media sharing platform, a flash drive, or an external harddrive. The budget will include a print allowance for copies of printed materials.

During the approval phase of Activity #2, video and visual materials will be submitted for approval on an agreed upon schedule. Each release will be provided to LADDC for editing and final approval and any edits and reworks will be completed in a timely fashion.

Activity #3 Materials Dissemination & Outreach

With collaboration from LADDC from Activity #1, Lighthouse Louisiana will present a customized marketing strategy for online and offline media to outreach across digital and traditional media platforms to targeted stakeholders identified during Activity #1.

The customized Dissemination Strategy Report will include:

1. Social media posts and strategies
2. Email/physical campaign materials
3. List of target stakeholders for provision of materials
4. Other relevant concepts to promote messaging to target audiences identified in Activity #1.

Activity #4: Measurement & Final Evaluation

Timelines

<u>Activity</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>Jun</u>	<u>Jul</u>	<u>Aug</u>	<u>Sep</u>
#1												
#2												
#3												
#4												

Month	Activities
October & November 2020	<i>Activity #1: Collaboration/Planning</i>
December 2020 - August 2021	<i>Activity #2: Development/Approval (see detailed timeline under Activity 2 above)</i>
January 2021-August 2021	<i>Activity #3: Materials Dissemination & Outreach</i>
July - September 2021	<i>Activity #4: Measurement & Final Evaluation</i>

Detailed deliverables through each timeline milestone are detailed below.

Methods of Evaluation

Success for the materials creation will be based on acceptance of deliverables from LADDC.

Activity #1 Deliverables:

- a. Stakeholder Feedback/listening sessions & takeaways report
- b. LADDC Scope Confirmation Meeting(s)
- c. Deliverables Confirmation Summary Report
 - vii. Campaign goal alignment with collaboration partners (LADDC and designated stakeholders)

- viii. Target audience(s) confirmation
- ix. Messaging/campaign confirmation
- x. Materials deliverable scope confirmation
 - 1. Ready to Work
 - 2. Ready to Learn
 - 3. Ready to Grow
- xi. Distribution strategies
- xii. Results measurement (short + long term)

Activity #2 Deliverables:

(Subject to change based on deliverable scope confirmations in Activity #1)

Initial proposed deliverables:

1. Quarterly video shorts (4) featuring examples of successful employment of individuals with developmental disabilities (released January, April, June, and August)
2. Semiannual pathways videos (2) featuring pathways for students to achieve a high school diploma through the April Dunn Act of 2014
3. Campaign materials (brochure, social media content, one sheet) and a video short illustrating how to access home/community based services, including waivers.

Activity #3 Deliverable:

Dissemination Strategy Report

Activity #4 Deliverable:

Closeout/Executive Summary of Annual Work Report

Budget Details

See attached budget details & narrative. Budget is primarily driven by salaries of staff for direct hours in collaboration, creation, and editing.

Budget Narrative

Videos & Visual Materials: Lighthouse Louisiana

(11) Salaries & Wages-\$28,000

The Communications Specialist at Lighthouse Louisiana will be the primary. The Communications Specialist will perform the majority of project services detailed in Activity #s 2&3 related to graphic design, videography, editing, and content development. The Communications Specialist will also support stakeholder meetings. It is anticipated that the Communications Specialist will work an estimated 1,000 hours towards the project at a rate of \$20/hour for a total salary paid to be \$20,000.

The External Affairs Administrator at Lighthouse Louisiana will provide direct administrative including scheduling and participating in stakeholder meetings, printing support, graphic editing, and final report and metrics consolidation. The External Affairs Administrator will also be a backup videographer and provide advertising and media outreach services detailed in Activities 2&3 of the proposal. It is estimated that the External Affairs Administrator will be an hourly rate of \$20/hour for 200 hours of work for a total projected salary to be paid of \$4,000.

The SVP of External Affairs at Lighthouse Louisiana will serve as direct project manager. The SVP will manage final Lighthouse approvals of all materials and edit requests of all documents, participate in LADDC and stakeholder meetings, and direct timeline and submissions and reports to LADDC. It is anticipated that the SVP of External Affairs anticipates 80 hours of work on the project at the hourly rate of \$50/hour for a total salary to be paid through the project of \$4,000.

(41) Related Benefits-\$6,440

The related benefits are calculated at a rate of 23% of total salaries paid. Lighthouse utilizes this benefits calculation for all proposals as it is our current organizational benefits average organization wide as a % related to salaries. This includes Employer Health Insurance, Worker's Compensation, Unemployment Insurance, FICA, and other fringe. Communications Specialist \$4,600, External Affairs Administrator, \$920, and SVP External Affairs \$920.

(12) Travel-\$1,000

Employee travel to meetings, worksites, filming locations across Louisiana. Lighthouse calculates mileage at the federal rate of .58 per mile. Estimated miles at 1,720.

(14) Supplies \$5,000

Estimated printing costs for brochures, posters, one pagers, pamphlets, etc. at an estimate of .08 cents per page which would allow for basic 62,500 per single sided color pages, 31,250 double sided pages.

This supply estimate will be very driven by Activity #1 and may fluctuate based on LADDC need. Total estimated printing costs, \$5,000.

(15) Professional Services-\$7,300

For all video content, Lighthouse standardly captions or provides ASL interpretation on videos. Estimated costs for this professional service is \$2,000.

Lighthouse will make available brailled materials for all printed materials and has included a professional services estimate of \$300 for brailled materials.

Advertising venues, which will be fully identified with LADDC and stakeholders in Activity #1, are estimated to be \$4,000. This includes social media, print and physical media, etc.

Lighthouse also built in options for any web hosting, virtual materials hosting, and video hosting services specific to this service and estimated \$1,000 for hosted services.

(17) Indirect/Admin Costs-\$2,240

Lighthouse calculated G&A + Overhead at 8% of salaries, which is less than 4.6% of total project budget for a total indirect cost of \$2,240.

(Other) Equipment-\$1,000

Lighthouse will charge a 1,000 use fee for the entirety of the project on all Lighthouse owned equipment. This includes DSLR camera, ring light, computers, software (editing licenses).

Total Budget: \$50,980

DHH Contract Budget Detail

Attachment

(11) Salaries & Wages	Hourly Rate	Est. Hours of Work	Total Salary to be Paid	% Requested From DHH	Non DHH Funds	Amount Requested From DHH
Communications Specialist	20	1,000	20,000	100	0	20,000
External Affairs Administrator	20	200	4,000	100	0	4,000
SVP External Affairs	50	80	4,000	100	0	4,000
			0		0	0
			0		0	0
			0		0	0
Total			28,000		0	28,000

Justification See budget narrative for salary expenses broken down by proposed activity.

(41) Related Benefits	Column 1 Total Amt Requested	Per Cent Requested From DHH	Column 2 Non DHH Funds	Column 3 Requested From DHH
Communications Specialist	4,600	100	0	4,600
External Affairs Administrator	920	100	0	920
SVP External Affairs	920	100	0	920
			0	0
Total	6,440		0	6,440

Justification Estimated benefits rate is 23%, therefore benefits were calculated by taking the total hours worked x salary x 23%.

(12) Travel	Column 1 Total Amt Requested	Per Cent Requested From DHH	Column 2 Non DHH Funds	Column 3 Requested From DHH
Travel Allowance for staff traveling to worksites	1,000	100	0	1,000
Total	1,000		0	1,000

Justification Employee travel to meetings, worksites, filming locations across Louisiana. Lighthouse calculates mileage at the federal rate of .58 per mile. Estimated miles at 1,720.

(13) Operating Services	Column 1 Total Amt Requested	Per Cent Requested From DHH	Column 2 Non DHH Funds	Column 3 Requested From DHH
N/A				
Total				

Justification | N/A

(14) Supplies	Column 1 Total Amt Requested	Per Cent Requested From DHH	Column 2 Non DHH Funds	Column 3 Requested From DHH
Printed Materials	5,000	100	0	5,000
		0	0	0
			0	0
			0	0
Total	5,000		0	5,000

Justification | Estimated printing costs for brochures, posters, one pagers, pamphlets, etc.

(15) Professional Services	Column 1 Total Amt Requested	Per Cent Requested From DHH	Column 2 Non DHH Funds	Column 3 Requested From DHH
American Sign Language Interpretting	2,000	100	0	2,000
Brailleing	300	100	0	300
Ad Fees (social media, banner ads, etc)	4,000	100	0	4,000
Hosting Fees	1,000	100	0	1,000
Total	7,300		0	7,300

Justification | American sign language interpretation services for all video content, brailleing for all printed content, any requested ads budget including social media, banner ads, etc), video hosted services.

(16) Capital Assets	Column 1 Total Amt Requested	Per Cent Requested From DHH	Column 2 Non DHH Funds	Column 3 Requested From DHH
N/A				
Total				

Justification N/A

(17) Indirect/Admin Cost	Column 1 Total Amt Requested	Per Cent Requested From DHH	Column 2 Non DHH Funds	Column 3 Requested From DHH
G&A	2,240	100	0	2,240
Total	2,240		0	2,240

Justification Calculated at 8% of salaries which is less than 4.6% of total project budget.

Object Detail

(0)	Equipment	Column 1 Total Amt Requested	Per Cent Requested From DHH	Column 2 Non DHH Funds	Column 3 Requested From DHH
	Equipment/Software Use (camera, ring light, etc)	1,000	100	0	1,000
	Total	1,000		0	1,000

Justification Lighthouse will charge a 1,000 use fee for the entirety of the project on all Lighthouse owned equipment. This includes DSLR camera, ring light, computers, software (editing licenses).

DHH CONTRACT BUDGET
SUMMARY BUDGET FOR THIS PERIOD

CONTRACTOR: The Lighthouse for the Blind New Orleans FROM: 10/1/2020 TO: 9/30/2021

CATEGORIES	OBJECT DETAIL	TOTAL AMOUNT REQUIRED	SOURCE OF FUNDS	
			APPLICANT AND OTHER	REQUESTED FROM DHH
SALARIES AND WAGES	(11)	28,000	0	28,000
RELATED BENEFITS	(41)	6,440	0	6,440
TRAVEL	(12)	1,000	0	1,000
OPERATING SERVICES	(13)			
SUPPLIES	(14)	5,000	0	5,000
PROFESSIONAL SVCS	(15)	7,300	0	7,300
CAPITAL ASSETS	(16)			
ADMINISTRATIVE	(17)	2,240	0	2,240
Equipment	(0)	1,000	0	1,000
(Enter Cat 2 name)	(0)			
TOTAL COST		50,980	0	50,980

Note: No data entry allowed in this item

X

Click Here if Combined Federal / State Funds

If funding is federal and state combined, please list breakdown below.

Fund Distribution Section

		Federal Dollars	State Dollars	Other	Total
SALARIES AND WAGES	(11)				
RELATED BENEFITS	(41)				
TRAVEL	(12)				
OPERATING SERVICES	(13)				
SUPPLIES	(14)				
PROFESSIONAL SVCS	(15)				
CAPITAL ASSETS	(16)				
ADMINISTRATIVE	(17)				
TOTAL COST					

Diversity & Inclusion

The Lighthouse is committed to conducting outreach in an inclusive manner that encourages and facilitates participation among diverse communities. Lighthouse Louisiana will explicitly name this commitment in all outreach communications and will seek input from diverse perspectives to ensure that materials are equitable and accessible. Lighthouse has extensive experience in creating adapted content for wide audiences including providing in-house staffed interpreters, CART services, video relay services, language services, plain/common language, and in-house braille and Large print material creation capabilities as well as providing outreach through multiple venues (online, social media, mass media, fairs and events, etc.). Lighthouse Louisiana was named the 2019 Baton Rouge Diversity Star by the Baton Rouge area Chamber, for exceptional business practices that leverage the value of diversity in organizations.

Through *Activity #1*, Lighthouse intends to meet with leaders and stakeholders to ensure that diverse voices drive the content of video and visual materials. This includes meeting with people with developmental disabilities to drive conversation around materials content and conception.

August 18, 2020

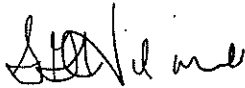
NOLA Public Schools
Exceptional Children's Services Department
2401 Westbend Parkway
New Orleans, LA 70114

To Whom It May Concern:

The Exceptional Children's Services (ECS) Department of NOLA Public Schools supports the Lighthouse Louisiana's Inclusive Hiring Initiative authored by Lighthouse Louisiana. The ECS Department of NOLA Public Schools has been exploring ways to support students transitioning from school to work, as the need for connecting secondary and post-secondary supports for individuals with disabilities (especially those with complex support needs) to employers is significant. Identifying opportunities and developing strategies for individuals with disabilities to gain and maintain meaningful employment should be done in collaboration with employers, and the Lighthouse Inclusive Hiring Initiative will allow this to happen.

Having successfully worked with Lighthouse Louisiana, both as a PreETS provider and an employment support provider, NOLA Public Schools' Exceptional Children's Services Department looks forward to our continued working relationship and supports Lighthouse Louisiana in this proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "Shayla Hilaire".

Dr. Shayla Guidry Hilaire
Chief of Exceptional Children's Services

To whom it may concern,

My name is Carrie Picadash. My husband, Glen, and I have been affiliated with the Lighthouse for several years now. Our daughter, Alexis, was born with Optic Nerve Hypoplasia. When she was first diagnosed we were not sure where to turn. Fortunately, The Lighthouse Louisiana was not very far away. The Lighthouse has been a Godsend to us. Alexis has been going to summer camps and functions with The Lighthouse in 2012 when she was 8 years old. Over the last 7 years she has made several friends and has learned so much. We have embraced all that she is and she is convinced that there isn't anything that she cannot accomplish. She has strived to be independent and has kept on par in her classes with the other children her age.

The Lighthouse has opened their arms to Alexis and our family. We have had the privilege of meeting Saints players on more than one occasion, thanks to their organizing these functions. They have allowed us to take part in other functions such as putt-putt, picnics, field days at City Park, beeper ball and bowling. My husband and I are active in the Parent meetings and have even networked with other parents of visually impaired children. The Lighthouse and its staff are always amazing with resources and assistance. We have learned of so many programs and companies that offer assistance to families of visually impaired children. The Lighthouse does so many GREAT things for us as well as the community and any help they could receive would be a blessing well deserved.