



Mission: To foster a community that celebrates, educates and empowers those with Dyslexia.

Critical Need in our Community and Population to Be Served by the Project:

Within the current systems, educators are not provided with the needed resources or knowledge to support students, specifically those with language-based learning disorders, in achieving literacy. Research indicates that early identification and intervention are crucial. According to Vellutino et al. (1996), 90% of children with reading difficulties can achieve grade-level reading if they receive help in the 1st grade. However, 75% of those who do not receive help until age 9 or later continue to struggle. Unfortunately, many students are not identified until they fail the STAAR test in third grade. San Antonio schools, only 5.15% of students are identified with dyslexia—far below the estimated prevalence of 20%—highlighting the urgent need for a solution.

Our existing program addresses this by equipping public school educators with evidence-based training in structured literacy, allowing them to deliver high-quality interventions at their campuses. This ensures students, especially those with dyslexia or other reading challenges, receive the support they need early and consistently. To provide a solution to the high costs of dyslexia therapy materials, our development of an open-source curriculum increases access to culturally relevant, evidence-based instruction, making effective literacy tools available to more educators and families.

Currently, our program has trained 32 educators across San Antonio-area schools in academic language therapy. These trained educators have directly served approximately 2,400 K-12 students with dyslexia through targeted, small-group intervention. Of the students served, 77% are Hispanic/Latino, 12% Black/African American, 7% White, 2% Two or More Races, 1% Asian, and less than 1% American Indian, Alaska Native, Native Hawaiian, or Pacific Islander. Approximately 80% of students come from economically disadvantaged backgrounds.

The expansion of our program through the open-source structured literacy curriculum will allow schools across the region to access high-quality, evidence-based dyslexia instruction regardless of budget. This will benefit a larger number of students, particularly those from marginalized and low-income backgrounds, by improving access to early identification, intervention, and sustained academic success.

Description of Project and Proposed Use of Impact SA Funds:

Our existing program addresses the literacy crisis among students with dyslexia by equipping educators with specialized training in academic language therapy. Through our program, educators participate in coursework and practicum in evidence-based, multisensory structured literacy instruction. These educators provide small-group intervention to students at their school sites, ensuring direct, consistent support using research-based methods.

The expansion will significantly increase access to effective reading instruction and culturally relevant materials across San Antonio and beyond. Both the existing program and its expansion directly advance our mission: to foster a community that celebrates, educates, and empowers the one in five with dyslexia. We do this by building systems of support that reach students where they are and ensure they are seen, understood, and equipped to thrive through the right to read.

Funds will primarily cover the cost of expert consultants, including curriculum writers and a professional website designer, as well as partial support for organizational leadership to ensure effective project oversight. Additional funds will support marketing, printing, and staff technology needs. This expansion will allow us to serve hundreds of additional educators and, by extension, thousands more students with dyslexia by providing free, accessible intervention tools across the San Antonio area.

Impact on People to Be Served - Measurable Outcomes (Described in "S.M.A.R.T." terms):

Specific: Celebrate Dyslexia will develop and publicly launch an open-source dyslexia therapy curriculum on a dedicated, user-friendly website. This curriculum will provide educators and school districts with free access to high-quality, evidence-based instructional tools designed to directly improve literacy outcomes for students with dyslexia.

Measurable: We will measure success by tracking key milestones, including draft completion, pilot implementation, curriculum finalization, and website launch. We will also monitor curriculum reach through website traffic, resource downloads, and adoption by school districts. Feedback will be collected to evaluate user satisfaction, ease of use, and the curriculum's impact on student learning and educator confidence.

Achievable: We will execute this project through a collaborative team that includes curriculum consultants, a project manager, and a professional website designer. With a planned budget and detailed project timeline, we have the capacity, structure, and expertise needed to achieve each phase on schedule while maintaining high standards of quality.

Relevant: This project advances our mission to expand access to high-quality dyslexia support by removing financial barriers and scaling effective interventions. It directly contributes to improving educational equity and reading proficiency for underserved students while also empowering public school educators with tools aligned to structured literacy best practices.

Time-Bound: Curriculum development, piloting, revision, and full website launch will be completed within 24 months. The final version will be publicly available for educators and districts by the start of the 2027-2028 school year.

Project Budget:

Funding Source	Amount	Narrative
Government (Fed/State/Local)	\$50,000.00	Committed funding from Bexar County to support our learning center and curriculum development.
Foundations/Corporations	\$180,000.00	Confirmed funding from NewSchools Venture Fund, Faye L. and William L. Cowden Charitable Foundation, and Mays Foundation to support our learning center and curriculum development.
Individuals	\$10,000.00	Annual gift from George and Barbara Williams to support the advancement of our programming.
Total Other Revenue	\$240,000.00	

Expense Category	ISA Exp	ISA Narrative	Other Exp	Other Exp Narrative
Indirect Costs	\$10,000.00	N/A	N/A	N/A
Agency Personnel (Salaries, Wages, Benefits)	\$30,000.00	Expenses for agency personnel reflect the time spent by organization leadership on the project, we are requesting for Impact SA to fund 40% of the total amount of agency personnel expenses allocated to this project.	\$45,000.00	Other funding from foundations will support the remainder of expenses for agency personnel.
Consultant and Professional Fees	\$50,000.00	Consultant fees include curriculum development support, web design, teacher training support and any outside consultant fees needed for marketing. The funding requested will primarily go to web design and curriculum consultants.	\$177,000.00	Other funding from foundations will support remaining costs for curriculum support and web design as well as Qualified Instructors to provide teacher training and any outside marketing support.
Program Supplies and Expenses	\$10,000.00	These expenses include any printing of the curriculum, staff technology needs and	\$18,000.00	Other funding from foundations, individuals or government will help support additional expenses for printing, technology and marketing.

		marketing/advertisement expenses.		
Total Expenses	\$100,000.00		\$240,000.00	