

CASE STUDY



Heyleena is a professional grant writer, who is passionate to make a difference.

CASE STUDY: REVITALIZING INDIGENOUS LANGUAGE THROUGH TECHNOLOGY

Johnny C - The Client

A proud member of the Muscogee Nation, Johnny from the Beaver clan is really concerned about preserving his native language Muscogee within his own tribal community in Oklahoma. The Muskogean language is spoken in various areas of the South-eastern United States but as per historical records, the language is believed to exist before AD 1500 and carries significant historical value.

The Challenge:

Over the past years, there has been a real concern about the declining use of indigenous languages due to many factors such as the increase in demand for business languages (such as English, Spanish, and German) in the job market, and language shift, whereby multilingual speakers end up speaking the more dominant language than their native language (Grenoble and Whaley, 1998).

There is a general consensus among many linguists that at least half of the world's indigenous languages can go extinct within the next century if these languages will keep on declining. Currently, it is estimated that about 5,000 people speak the Muscogee language and most of them live in the state of Oklahoma. It is important to note that indigenous languages carry a cultural and historical legacy. To prevent them from reaching the extinction stage, it is crucial to take necessary steps toward the revival of these languages.

Johnny couldn't find any potential funders, and he has already missed some of the application deadlines. He didn't have much time to do further research, and the process was overwhelming. He needed a professional grant writer, who can understand his objective, and provide him with an excellent project write-up.

The Solution:

Johnny then reached out to Heyleena. He asked her if she could write a grant project to secure potential funds from organizations that can support him to revitalize the Muscogee language. He is planning to build a language application so that he could reach out to indigenous youth in Oklahoma.

Result:

Heyleena did intensive research for Johnny, and she found one potential funding organization and several useful resources for the project. She asked Johnny several key questions about the project and proceeded with the planning and writing of the project.

She first gathered crucial data for the project, and then made a situational analysis. She also applied SWOT analysis to better understand the core of the project. Thanks to the intensive data collection through research, Heyleena was able to identify the potential risks and opportunities. She has also taken into consideration existing and similar projects to provide better analysis.

Besides, she also included a monitoring and evaluation plan so that Johnny could apply it during the next stage of his project. She proposed new ideas such as the recruitment of young indigenous influencers who can use Tik Tok as a platform to promote the Muscogee language through Johnny's language app. In addition, seminars and workshops will allow Johnny to reach out to potential app users and collaborators as well.

Johnny was very satisfied with the project write-up. He recommends Heyleena for her grant writing services.



'A great resource for your projects. She is always quick to respond, very knowledgeable, and definitely customer-oriented! I highly recommend her services.'

Johnny C

Muscogee member - Beaver Clan

CASE STUDY:

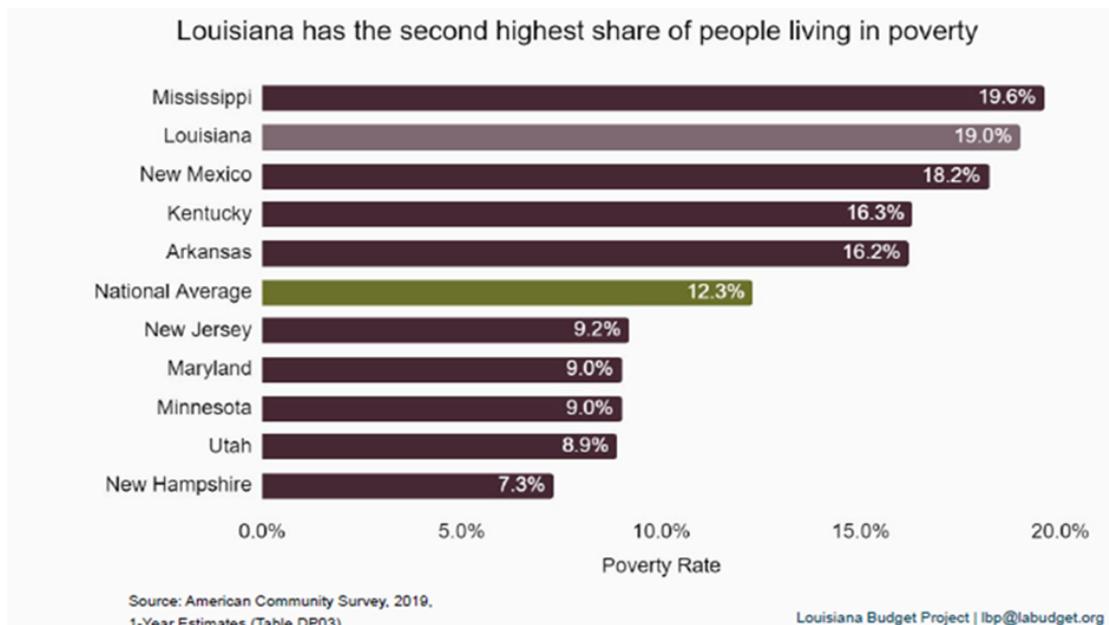
EMPOWERING WOMEN THROUGH TRANSITIONAL HOUSING PROGRAM

Martha's Helping Hands - The Client

Martha's Helping Hands is a non-profit organization founded in 2017 under the 501c3 status. It is based in Louisiana, where its mission is to empower low-income single mothers within the East Baton Rouge Parish area to become self-sufficient. These women come from different backgrounds, but they have mostly been abused, which is why the organization has pledged to help them by bringing stability to their life. The core value is to support women's advancement and empowerment.

The Challenge:

As per the latest census report, 19.0% of the population in Louisiana lives below the poverty line, which is the second most impoverished state in the USA, just after Mississippi.



Poverty in Louisiana disproportionately affects women, children, those without a college degree, and people of color. As per labudget.org, in Louisiana, 13.2% of children lived in deep poverty in 2019. Additionally, women (9.6%) and people without a high school diploma (13.9%) were more likely to be found below the poverty line than men (7.7%).

The issues of empowerment and poverty are neglected in large parts of the United States. The poor face dire economic and health challenges, including a lack of access to medical services and decent housing. Doing nothing to alleviate poverty not only fails our most vulnerable citizens, but also costs the state millions of dollars a year in lost productivity, tax revenue, and higher health care and criminal justice costs. The ripple effects of poverty will continue to impact the state's budget and fiscal health. Louisiana can no longer afford to waste money keeping its citizens poor.

The Solution:

Martha's Helping Hand contacted Heyleena to write a well-researched project write-up. Heyleena gathered all the necessary information from the organization including their previous projects, and operations. She understood the organization's main objective and started collecting data from different organizations for situational analysis. She also conducted a thorough SWOT analysis, whereby she came up with several risks including factors such as sustainable job prospects for these women. She was able to propose different solutions for each specific risk. For the monitoring and evaluation section, Heyleena proposed several indicators for each objective and prepared an estimated time frame for the project.

Result

The head of the organization was pleased with the final result and decided to collaborate more with Heyleena in the future.



'She's excellent, answered all my questions and even taught me some things and gave me ideas, research is great, and she was very patient with me. I will definitely use her again.'

Jenequa T
Martha's Helping Hand