



CAROLINAS DISTRICT

Community Outreach Grant Program

Purpose:

The Carolinas District is offering this grant program to help the Chapters of the District develop and implement novel, timely and effective ideas to reach out to their local communities as they restart operations after the COVID-19 shutdowns of 2020/2021. The intent is to help Chapters to exchange ideas with other chapters, reintroduce themselves to their communities and encourage resumption of organized singing in their communities.

Amount of Grants:

The Carolinas District will make grants of up to \$1,000 per chapter based on an application that aligns with the criteria of the Grant Program. Depending on the merit of the ideas submitted, it may be possible to pool Chapter grants for a combined activity.

Grant Process:

A chapter applying for this grant program shall identify an individual or group that will act as their grant Spark Plug(s) that will lead the effort, participate in inter-chapter conferences, write the application, plan and manage the activities that are funded and submit reports as required.

A kickoff zoom conference will be scheduled by the District for the chapter Spark Plugs to meet together and exchange ideas with each other.

The grant applications will then be submitted with a description of:

1. the activities that the chapter will undertake to reach out to their community with specific strategies and contact information identified;
2. the expected outcomes;
3. the timeline for planning and accomplishment of activities; and
4. an itemized budget for how grant funds will be utilized.

A District grant committee will review grant requests to ensure that the activities are consistent with the stated purposes, and that the schedule and budget for those activities seem feasible. If necessary, the committee will provide comments promptly for any changes that need to be made to allow approval. Once approved, the District Treasurer shall advance the grant amount up to \$1,000 as requested in the grant schedule.

The chapter will carry out the activities described and record actual expenses incurred. Within 45 days of completion of the activities, the chapter shall submit a report that

describes how the activities went, and an assessment of the actual results that were and/or were not achieved. This will include a report of actual expenses versus budgeted expenses. To the extent that the total grant money provided was not expended, the residual amount shall be returned to the District Treasurer along with the report.

Periodic zoom conferences will be scheduled by the District for chapter Spark Plugs to share with each other on successes and failures, best practices, lessons learned and results of their efforts.

Examples:

The following is a list of types of activities grants might be utilized for. This list isn't to suggest that any of these specific activities would be useful for a given chapter or that they are the only ideas out there. Part of the point is to get new and novel ideas from chapters that might prove useful for other chapters to try:

- Advertising and publicity strategies
- Professional Social Media management and/or advertising strategies
- Subscriptions to local internet event or meeting services (meetup.com for example)
- Production costs for a joint show with other singing organizations
- Open house, booth at community festival, etc.

This grant program is NOT intended to pay for normal operating expenses (rehearsal space, director fees, music, uniforms, etc.). The intent is to help the chapters to make special efforts to reach out and let their community know that they are back in operation and engaged.

Expected schedule of events:

4/11/21 – Program presented to BOD and approved pending budget approval

4/24/21 – Program presented to HOD and budget request of up to \$30,000 approved by HOD.

4/30/21 – Program publicized via crooner and email to Chapter Boards of Directors seeking identification of Spark Plugs to participate in grant activities

5/15/21 – Kickoff ZOOM meeting conducted with chapter participants to explain the grant program and to explore ideas for using grant money effectively.

Monthly ZOOM meetings to continue to exchange ideas and experiences between chapters as long as there is continued interest.

Grant requests may be submitted any time after 4/30/21 for consideration. Since this is a 2021 post-COVID program, applications must be submitted no later than 12/1/2021.

Completion of program will be defined by grant request schedules.



CAROLINAS DISTRICT

Community Outreach Grant Application Form

Chapter _____ Chapter Code Q _____

Mailing Address _____

Chapter President: _____

Contact Information: Phone _____ Email _____

Grant Activity Leader _____

Contact Information: Phone _____ Email _____

Grant Activity Leader _____

Contact Information: Phone _____ Email _____

1. Description of activities, including specific strategies and contacts to be made
(add space or attachments as necessary)

CAROLINAS DISTRICT Community Outreach Grant Application Form (continued)

2. Expected outcome of activities
(add space or attachments as necessary)

3. Timeline/Schedule for planning and accomplishment of activities
(add space or attachments as necessary)

CAROLINAS DISTRICT Community Outreach Grant Application Form (continued)

4. Itemized budget for activities (grant limit is \$1,000)
(add space or attachments as necessary)