

# California Documentary Project Public Engagement Grants

**Deadline: September 1, 2010**

**Noon:** Deadline for electronic submission of online application and uploaded proposal narrative and budget

**5 pm:** Deadline for work samples to be received at CCH's San Francisco office

**No late applications will be accepted**

## PROGRAM DESCRIPTION

The California Documentary Project (CDP) is a competitive grant program of the California Council for the Humanities (CCH). CDP Public Engagement grants support the dissemination and public engagement activities of previously-funded CDP film, radio and new media projects. The purpose of this program is to extend the reach and impact of Council-supported humanities media projects, deepen understanding and awareness of subjects and issues of relevance to California, and foster critical reflection and thoughtful analysis on the part of audiences.

While there are no specific public engagement activities required by this grant program, proposed activities should be clearly defined in terms of intended audience and impact, be designed to maximize use of grant funds, seek to leverage impact through strategic partnerships and have well-defined and feasible goals. Sample activities may include, but are not limited to: community screenings, the creation of discussion guides, pre- or post-screening panel or speaker presentations, translation and subtitling, targeted distribution, design of web-based tools, repurposing of collateral content, and development of standards-aligned lesson plans or other educational materials.

### The Role of the Humanities

CDP supports film, radio and new media projects in which the humanities are used to provide context, depth and perspective. The humanities spring from a fundamental interest in understanding the values and practices that inform our lives; the need to reflect on the past and the present to make critical choices; and the desire to be moved, delighted, and make sense of the world in which we live.

Humanities disciplines include, but are not limited to, history, literature, philosophy, folklore, ethnic studies, religious studies, ethics, jurisprudence, and qualitative approaches in the social sciences. They emphasize analysis, interpretation and the exchange of ideas. The Public Engagement grant program is designed to increase access, understanding and awareness of the public humanities and to encourage reflection by individuals and communities.

### Eligibility

Eligible applicants must:

- Have a completed film, radio or new media project that has previously received funding from the Council through the CDP Research and Development, Production, or New Media grant categories
- Have tax-exempt organizational status or a tax-exempt organization as a fiscal sponsor
- Be in good standing with CCH (e.g., without unfulfilled reporting requirements)

Please note that project directors who are applying for or receive a CDP Public Engagement grant remain eligible to apply to other Council grant programs.

## **Funding Level**

Completed CDP projects may request up to \$10,000. The grant request must be matched by at least an equivalent amount of cash or in-kind contributions from non-federal sources.

## **Project Requirements**

Public engagement projects must meet all of the following criteria:

- Undertake specific, clearly defined activities that extend the reach and impact of previously-supported CDP projects
- Create opportunities for critical reflection and thoughtful analysis on the part of audiences
- Deepen understanding and awareness of subjects and issues relevant to California (in-person activities should be California-based)
- Increase awareness of and connection to the public humanities

## **Review Criteria**

Applications will be evaluated using the following criteria:

### **Quality**

- Clarity and strength of project design and approach
- Potential to engage audiences
- Experience of project staff and partners
- Significance of project goals and impact

### **Capacity**

- Feasibility of proposed activities, budget and timeline

## **Eligible Costs**

Include, but are not limited to:

- Salaries and professional fees for staff and technical consultants
- Honoraria and stipends for humanities advisors
- Programmatic expenses
- Travel, lodging and per-diem expenses for project staff, consultants, speakers, etc.
- Supplies and materials for program activities
- AV equipment rental
- Translation and subtitling
- Publicity expenses, such as printing or mailing of announcements or flyers
- Public program expenses (e.g., rental of a venue for screenings)
- Office expenses directly related to the project, including phone, postage, photocopying and printing
- Fiscal sponsor or indirect administrative fees (up to 10% of your total CCH grant request)
- Project-related administrative salaries and fringe benefits (up to 10% of your total CCH grant request)

## **We Do Not Fund**

- Fundraising activities
- Projects that are primarily promotional in nature
- Advocacy

**Timeline**

July 2010 Guidelines distributed and made available at [www.calhum.org](http://www.calhum.org)  
August 1, 2010 Online application available at [www.calhum.org](http://www.calhum.org)  
September 1, 2010: Noon: Online application deadline  
5 pm: Deadline for supporting materials to be received at CCH SF office  
November 2010 Grant awards announced

**For additional information, please see the Grants section of our website at [www.calhum.org](http://www.calhum.org).**

# GUIDELINES

Please include the following information in your proposal in this order using the numbered headings at the start of each section. All responses should be single spaced and in 12 pt. font.

## Proposal narrative

### 1. Project Description (maximum length: one page)

- Provide a one-paragraph description of the completed CDP project for which you are applying. Note length, format and broadcast history.
- What themes, issues and subjects will be the focus of your public engagement activities?
- How will the humanities inform the proposed activities?

### 2. Audience (maximum length: half a page)

- Describe the target audience(s) for your project. Provide estimates of size, demographics, and locations.
- Explain why the project's issues, themes and subjects will be of interest and relevance to this audience.

### 3. Activities (maximum length: two pages)

- Describe the public engagement activities for which you seek funding
- How will the proposed activities be designed and implemented? Provide **detailed information**, as applicable, on activities such as:
  - Public screenings (program design, locales, venues and participants, etc.)
  - Panel discussions (program design, participants, talking points, etc.)
  - Educational materials (content overview, contributors, distribution outlets, etc.)
  - Web-based activities (content, format, design, interactivity, social media, etc.)
  - Other
- Identify and briefly describe public engagement partners (organizations or individuals, note whether confirmed or anticipated). Explain each partner's role and responsibilities.
- How will the proposed activities complement non-CCH funded efforts to extend the reach of your work?

### 4. Goals and Impact (maximum length: one page)

- What specific goals do you have for this project?
- How will your project deepen understanding and awareness of the subjects and issues described above and foster critical reflection and thoughtful analysis by audiences?
- What other impact do you hope this project will have?
- How will these be evaluated?

### 5. Personnel, Roles and Responsibilities

- Project Director: Please provide a **half-page** bio and description of role(s) and responsibilities
- Project Personnel: Provide brief **one-paragraph** bios, email addresses and roles and responsibilities of other project personnel (outreach coordinator, panelists, humanities advisors, writer, web designer, etc.)

### 6. Sponsoring Organization (maximum length: one paragraph)

- Provide a brief description of the sponsoring organization. Please include the name of the organization's executive officer.
- Explain the sponsoring organization's role in the project.

**7. Fundraising Strategy** (maximum length: one paragraph)

- Describe the strategy for raising additional funds necessary to complete the public engagement plan
- Provide information on all sources and amounts of project income received to date. List the status of other sources of funding currently under consideration, whether to be applied for or pending.

**8. Timeline** (maximum length: one page)

Provide a timeline detailing major project activities from the beginning of the grant period, November 1, 2010, until completion. Please note that project activities for which you seek CCH funding cannot occur prior to funding notification and that the maximum term of this grant is one year (funded project activities must conclude by October, 31 2011).

Provide a timeline detailing a schedule for the proposed activities in this format:

<b>SAMPLE TIMELINE:</b>	<b>Community Screenings and Panel Discussions</b>
<b>TIME PERIOD</b>	<b>ACTIVITY</b>
December 2010	<ul style="list-style-type: none"><li>• Identify and establish partnerships with regional community organizations</li><li>• Contact list of potential regional screening venues (CSU campuses, libraries, community organizations)</li><li>• Distribute preview DVD copies to prospective venues</li><li>• Research potential panelists</li></ul>
January 2011	<ul style="list-style-type: none"><li>• Confirm panelists</li><li>• Begin design and production of publicity materials (poster, flyer, email announcement)</li><li>• Create and distribute MOU for screening venues and partners, detailing roles and responsibilities of each organization</li></ul>
February 2011	<ul style="list-style-type: none"><li>• With community partner and venue, publicize screenings</li><li>• Continue outreach to local communities</li></ul>
March 2011	<ul style="list-style-type: none"><li>• Hold first series of screenings and panels</li></ul>
	etc.

**9. Work Samples**

Required sample materials:

- Film and radio: two copies of the completed CCH-supported project (DVD/CD)
- New media: internet link(s) or two copies of the completed CCH-supported project (DVD/CD)

Work samples should be mailed directly to CCH’s San Francisco office to be considered for review and must arrive **before** 5 pm on September 1, 2010.

**10. Project Budget** (Excel template to be uploaded separately)

Public engagement projects may request up to \$10,000. The grant request must be matched by at least a 1:1 amount of cash or in-kind contributions from non-federal sources. All contributions must be reflected in your project budget whether these funds are in place at the time of application or projected. Funds from NEH, state humanities councils or other federally-assisted programs may not be used as matching funds. See the Public Engagement FAQ for in-kind details.

- Please download the **public engagement budget template** from the CCH website. The budget should reflect all itemized costs associated with the public engagement stage of the project,

including previously spent funds, CCH grant funds, matching funds and funds yet to be secured. Please customize the budget template to reflect categories applicable to your project.

**11. Budget Narrative** (maximum length: half a page)

Clarify any budget items that need a narrative explanation. For example, if travel is budgeted at \$300, provide a breakdown of costs and explain here why this is necessary for the project (travel: 2 RT flights x \$150 for travel to screening). The narrative should also be used to identify other project funders and sources of income. Give an estimate of individual support (names not necessary). Please include the budget narrative in the proposal narrative.

## FREQUENTLY ASKED QUESTIONS

### **What types of activities are eligible for a Public Engagement grant?**

The Council seeks clearly defined public engagement projects that will deepen awareness and understanding of subjects and issues of significance to Californians and foster critical reflection and thoughtful analysis on the part of audiences. Only previously supported and completed CDP film, radio and new media projects are eligible to apply. While there are no specific public engagement activities required by this grant program, proposed activities should be clearly defined in terms of intended audience and impact, be designed to maximize use of grant funds, seek to leverage impact through strategic partnerships and have well-defined and feasible goals. Sample activities may include, but are not limited to: community screenings, the creation of discussion guides, pre- or post-screening panel or speaker presentations, translation and subtitling, targeted distribution, design of web-based tools, repurposing of collateral content, and development of standards-aligned lesson plans or other educational materials.

### **Does the Council fund individuals?**

No. Individuals seeking funds for a project must be sponsored by a tax-exempt organization or municipal/state agency, preferably one based in California.

### **Does the not-profit sponsor need 501(c)(3) status?**

No, but the sponsor has to be a viable non-profit organization with tax-exempt status. Although not required, the Council strongly prefers that the sponsor be based in California.

### **What are the responsibilities of the sponsoring organization?**

The sponsoring organization must approve the submission of the proposal, be willing and able to administer grant funds in conformity with the terms of the grant agreement, and must accept full responsibility for undertaking and supporting the project as outlined in the proposal. If a grant is awarded, the authorizing official of the organization will receive the award packet and must sign the grant agreement and other required award documents before any funds can be disbursed. The sponsoring organization is the entity with overall and final accountability to CCH for the project.

### **Can an organization apply for more than one grant at a time?**

Generally, no. However, applicants to the Public Engagement program may also apply to the CDP Production or Research and Development programs with a new project. Otherwise, an organization can only apply for one grant per deadline unless it is an approved media fiscal sponsor (e.g., BAVC, IDA, SFFS, PRX, etc.). If you have any questions about an organization's eligibility, please contact the CCH Grants and Contracts Manager, Lucy Nguyen, at [lnguyen@calhum.org](mailto:lnguyen@calhum.org).

### **Who should be the project director and what is his or her role?**

In the case of the Public Engagement Program, the project director should be the individual responsible for overseeing all proposed grant-supported activities. This may be the film, radio or new media producer/director or it may be an outreach coordinator. The project director's role(s) and responsibilities should be clearly explained in the proposal narrative. Please note that if funded, the individual listed as project director will be CCH's primary contact throughout the grant period.

### **Can an individual serve as project director on more than one CCH grant at a time?**

Generally, an individual can only serve as project director on one active CCH grant at any given time. If an individual is already serving as a project director on a CCH-funded project, he/she must complete the project and submit a final report before applying for another grant. Please note that final reports require

approximately two weeks for approval and should be submitted well in advance of the next grant deadline. Previously-funded CDP project directors applying to the Public Engagement program are an exception.

**What is the maximum amount an applicant can request for a public engagement project?**

Film, radio and new media projects can request up to \$10,000.

**Are matching funds required?**

Yes. Each grant request must be matched by at least a 1:1 amount of cash or in-kind contributions from nonfederal sources. All matching funds and in-kind contributions must be spent on project-related activities that will take place during the grant period, i.e., between November 1, 2010 and the project end date. Cash on hand for use during the award period and/or secured commitments to provide funds, labor, equipment, services or other material support to the project during the award period are all eligible sources of matching contributions. Cash or the value of goods, services and labor spent on the project prior to November 1, 2010 however, **cannot** be counted toward the required match, although your full project budget should reflect these income sources. Applicants should include all non-CCH donors in their proposal budget when tallying cash or in-kind contributions, even after the one-to-one match requirement is met.

**What does in-kind mean?**

In-kind refers to any contribution of labor, materials, goods or services donated to the project. It can include the contribution of staff salaried time; volunteer hours; office space; use of equipment for administrative or programmatic purposes; materials donated for publicity, promotion or evaluation; public program items, including refreshments; and travel, lodging and meals for project staff or participants. Please note: Applicants are expected to determine the fair-market value of these contributions.

**Can federal funds be used towards the match?**

No. Funds from NEH, NEA, state humanities councils or other federally assisted programs may not be used for the match.

**Is there a project budget limit for this grant?**

No. However, projects will be evaluated on their feasibility and scope.

**How are funds disbursed?**

90% of the funds are disbursed upon approval of signed award documents and the final 10% of funds are disbursed upon completion of proposed activities and approval of a final report.

**Eligible costs include, but are not limited to:**

- Salaries and professional fees for staff and technical consultants
- Honoraria and stipends for humanities advisors
- Programmatic expenses
- Travel, lodging and per-diem expenses for project staff, consultants, speakers, etc.
- Supplies and materials for program activities
- AV equipment rental
- Translation and subtitling
- Publicity expenses, such as printing or mailing of announcements or flyers
- Public program expenses (e.g., rental of a venue for screenings)
- Office expenses directly related to the project, including phone, postage, photocopying and printing

- Fiscal sponsor or indirect administrative fees (up to 10% of your total CCH grant request)
- Project-related administrative salaries and fringe benefits (up to 10% of your total CCH grant request)

**Is there a time limit for project completion?**

Yes. The maximum term for this grant is one year. The grant period begins November 1, 2010 and ends October 31, 2011.

**When will applicants be notified of funding?**

The application review process takes approximately two months. If your project receives funding, the sponsoring organization will be sent an award packet by November 1, 2010 containing documents that must be signed and returned to CCH in order for any funds to be disbursed. If conditions are attached to an award, they must be satisfied before an award can be issued. Unsuccessful applicants will be notified in writing in November 2010.

**If my application is unsuccessful, can I apply again?**

Yes, subject to other conditions and eligibility requirements. Should you wish, you may contact the California Documentary Project Program Officer to receive feedback on your application.

**When will the next round of CDP Public Engagement grants be offered by CCH?**

A second round of Public Engagement grants will be offered in the spring of 2011. Please check [www.calhum.org](http://www.calhum.org) or sign up for the Council's eNews for an announcement of the next grant deadline.

**Can I apply for this grant if my project is still in post-production?**

No. The project must be completed and have satisfied all CCH reporting requirements on previous grant awards before becoming eligible for the Public Engagement grant.

**If funded, what are your reporting requirements?**

CCH requires grantees to submit within 90 days after the termination of the grant period a final report consisting of: 1) an evaluation report. 2) a final expenditures report summarizing all expenditures of CCH grant funds and matching amounts (whether cash or in-kind), and 3) copies of any tangible product(s) resulting from the project, including press materials, educational materials, discussion guides, posters, postcards and images from events that may be used for promotional purposes.

**How should we acknowledge CCH if funded?**

Any tangible product of grant activity (websites, posters, flyers, public reports, exhibits, etc.) must credit the California Council for the Humanities. If funded, specific credit language and logo requirements will be detailed in the grant agreement.

**Must I submit an electronic application?**

Yes. An applicant must submit an online grant application form and attach the required documents.

**Can I use my own budget form?**

No. Please download and submit the Excel budget form provided at [www.calhum.org](http://www.calhum.org). Not all fields may apply to your project and you may leave line items blank or add new items as necessary. Please note that project budgets are weighed heavily in the review and all expenses should be accurately noted.

**What is the deadline for this grant?**

Applications must be submitted electronically via the CCH website by noon on Wednesday, September 1, 2010. Sample work must be received by mail in CCH's San Francisco office by 5 pm on September 1.

**When will the online application be available?**

An online application form will be available on the CCH website on Monday, August 2, 2010. (The guidelines, including the proposal narrative requirements, are available for review on the website now.) Applicants have from August 2, 2010 until noon on September 1, 2010 to fill out their online application and submit all electronic supplemental materials (narrative and budget). The online application will be removed from the CCH website promptly at noon on September 1.

**How much time should I allow to complete my online application?**

Please allow at least two hours to complete the application.

**What should I mail to the CCH San Francisco office?**

1. Film and radio: two copies of clearly labeled, completed CCH-supported project (DVD/CD)
2. New media: internet link(s) or two copies of clearly labeled, completed CCH-supported project (DVD/CD)

These should be mailed to:

California Documentary Project Public Engagement Grant  
California Council for the Humanities  
312 Sutter Street, Suite 601  
San Francisco, CA 94108

Please do not use sticker labels directly on DVDs and CDs.

**How will I know that my application was received?**

Applicants will be notified of receipt of their proposals by e-mail. If your e-mail has spam blocking, please put [Inguyen@calhum.org](mailto:Inguyen@calhum.org) on your "safe list" so that our e-mails will get to you.

**When will awards be announced?**

The review process takes approximately two months. Applicants will be notified in November, 2010.

**Where can I learn more about the Council?**

More information about the Council is located on our website: [www.calhum.org](http://www.calhum.org).

**Whom should I contact if I have questions about eligibility, grant guidelines and requirements, or the CDP grant program in general?**

Contact John Lightfoot, Program Officer, at [jlightfoot@calhum.org](mailto:jlightfoot@calhum.org).

**Whom should I contact if I have technical questions about the online application process and reporting requirements?**

Contact Lucy Nguyen, Grants and Contracts Manager, at [Inguyen@calhum.org](mailto:Inguyen@calhum.org).

## APPLICATION PROCEDURE

The online application for this grant is now available on our website. The application window for this grant is from August 2 to September 1, 2010. A complete application requires both electronically submitted and mailed materials. All must be received by **WEDNESDAY, SEPTEMBER 1, 2010**.

1. Electronically submitted by noon September 1:
  - Online application form
  - Proposal narrative
  - Budget (Excel template)
  
2. Received by mail by 5 pm September 1:
  - Film and radio: two copies of clearly labeled, completed CCH-supported project (DVD/CD)
  - New media: internet link(s) or two copies of clearly labeled, completed CCH-supported project (DVD/CD)

Please send clearly labeled work sample to:

California Documentary Project Public Engagement Grant  
California Council for the Humanities  
312 Sutter Street, Suite 601  
San Francisco, CA 94108

Tips for preparing your proposal:

- Download and review the public engagement guidelines and budget form.
- Go to the FAQ if you have questions or need clarification.
- Prepare your proposal narrative and budget form before starting the online application.
- Gather your information. You will need to provide legislative district numbers for the sponsor organization. Using the organization's zip+4 postal code, you can obtain this information at <http://www.votesmart.org>.
- Allow at LEAST two hours to complete the electronic submission on the online application.

**If you are ready to apply, please click [HERE](#):**

[https://www.GrantRequest.com/SID\\_348?SA=SNA&FID=35025](https://www.GrantRequest.com/SID_348?SA=SNA&FID=35025)

## **PROJECT BUDGET FORM**

Download the Public Engagement Budget Form (File Format: Excel) from the Grants section of our website at [www.calhum.org](http://www.calhum.org), or use the Public Engagement Budget Form included in this PDF.



Printing				
Other (please specify)				
<b>Total Administrative</b>				
<b>Indirect (up to 10%)</b>				
<b>TOTAL EXPENSES</b>				

\*Please include a budget narrative in the proposal.

## APPLICATION HELP

If you encounter technical difficulties using the online application, please try the following solutions. If you're still having problems, contact Lucy Nguyen, CCH grants manager, at [lnguyen@calhum.org](mailto:lnguyen@calhum.org) or 415-391-1474, ext. 315.

### **I did not receive confirmation of application submission.**

**Issue:** A confirmation e-mail is automatically sent to the project director when an application is successfully submitted. However, because of spam filters, some applicants may not receive this e-mail.

**Solution:** Put [lnguyen@calhum.org](mailto:lnguyen@calhum.org) on your "safe list" so that CCH e-mail communications will get to you.

### **I cannot access the grant application because "cookies are not supported."**

**Issue:** Some applicants who bookmark the grant application URL may get the following error message when they attempt to log in to the application using the bookmark:

*The following error has occurred: Your browser is not configured to support cookies. In order to access this online application, you must adjust your browser settings to allow cookies.*

This problem typically occurs because the grant application site tests for cookies by adding characters to the URL; if your browser does not properly save cookies, the error occurs.

**Solution:** To access the application, type the correct URL -- exactly as it appears here -- in your web browser's address bar:

Public Engagement Grant Application:

[https://www.GrantRequest.com/SID\\_348?SA=SNA&FID=35025](https://www.GrantRequest.com/SID_348?SA=SNA&FID=35025)

### **I cannot return to my in-progress application.**

**Issue:** After you start an application, you have the option of saving it and creating a user account. The user account allows you to return to edit partially completed applications and to review applications already submitted. When you create an account, you will receive an automated e-mail message containing your login information and a link you can use to return to your application.

**Solution:** Click on the following URL to return to your account login page and manage your existing application: [https://www.GrantRequest.com/SID\\_348?SA=AM](https://www.GrantRequest.com/SID_348?SA=AM). Sign in using the e-mail address you provided. If you have forgotten your password, click on "forgot your password" for assistance.

### **I cannot upload certain files to my online application.**

**Issue:** The upload process appears to proceed normally, but when you return to the "Attachments" page, no file has been uploaded. In some cases, you receive a message similar to one of these:

*Technical Support Info: [Attachment Upload] Error #300. Arguments are of the wrong type, are out of acceptable range, or are in conflict with one another.*

*Technical Support Info: [Attachment Upload] Error #3005*

*Technical Support Info: [Attachment Upload] Error #3001. Arguments are of the wrong type, are out of acceptable range, or are in conflict with one another.*

**Solution:** Upload the file again. If the error still occurs, edit the attachment so that its file size is reduced and try to upload it again.

For Mac users with Safari or Firefox as your Internet browsers, please check to make sure you're using the latest versions of Safari or Firefox to avoid problems when uploading files.

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