

## 2022 Action Grant guidelines

**Humanities Kansas** is leading a movement of ideas. We believe that stories carry our culture and ideas change the world. Humanities for All grants support projects that draw on history, literature, and culture to engage the public with stories that spark conversation.

### Goals of the Action grants:

1. Share stories that explore the human experience
2. Engage the general public in discussions *centered on a humanities theme*, in-person or through other formats
3. Generate insights that cultivate a thriving democracy

### What types of projects do we support?

Humanities programs can take many forms. Formats include but are not limited to new interpretive exhibits, community conversations, panel discussions, presentations, book discussions, short documentary films, or podcasts.

Projects can be planned for in-person events, virtual platforms (like social media or Zoom), or some other creative format. Engagement of the general public, which primarily refers to an adult, out-of-school audience, is key. Any application for an in-person event must also include a brief description of an alternate format if in-person events cannot occur.

**Award Amounts:** Grants are competitive with a maximum award amount of \$3,500.

Additional funds can be requested to assist with increasing access to the project, including support for a sign language interpreter, Spanish language interpreter, audio tours for digital and in-person exhibits, rental of handicap accessible ramps, etc. See the budget section of the guidelines for more details.

**Deadline:** Any time, but must allow *a minimum* of 6 weeks in advance of the first event.

- If you would like staff to review the application before submitting, please email the draft to Leslie VonHolten, Director of Grants & Outreach, [LVH@humanitieskansas.org](mailto:LVH@humanitieskansas.org). Do not use the online grants form to submit a draft.
- However, all *final* applications must go through the online grants form found on the Humanities Kansas website, [www.humanitieskansas.org](http://www.humanitieskansas.org)

### Who Can Apply?

- In-state nonprofits are eligible.
- A determination letter of 501(c)(3) status is not required.
- *New in 2022:* A Unique Entity ID (SAM) from SAM.gov for sub-awardees is required. This 12-digit alphanumeric ID is used to track federal funding. (You do not need a full SAM.gov registration for HK grants. Only the UEID number is required.) *How do you get a UEID? Follow the Quick Start Guide here:*  
<https://www.humanitieskansas.org/doccenter/a4d4fbbab8664a2f86cfbd9928995b07>
- **NOTE:** Organizations with an open grant from a previous grant cycle are ineligible.

## GETTING STARTED

**Talk with HK staff.** Applicants are encouraged to speak with HK staff early to discuss ideas or clarify guidelines. Email Leslie VonHolten, Director of Grants & Outreach, [LVH@humanitieskansas.org](mailto:LVH@humanitieskansas.org).

**Participate in an online Grants Chat.** Humanities Kansas regularly schedules online grants chats for applicants to learn about the process and gain tips for writing a proposal. Participation is not required and does not obligate an organization to apply. Future grants chats will be announced on HK's social media and the online calendar of events.

**Know what makes a successful project.** To be competitive for funding, the project should aim to do the following:

- Draw on our diverse history, literature, and cultures to explore a defined topic, keeping the humanities central to the project
- Engage the general public, which primarily refers to an adult, out-of-school audience. (Note that projects intended primarily for students, faculty members, or other on-campus or in-school audiences will not be considered.)
- Provide opportunities for engagement with in-person events and discussions, or with participatory online platforms or other formats
- Involve multiple ways to engage beyond one public event. (For example, a request for a keynote speaker is usually not considered a competitive proposal unless there are additional engagement opportunities such as an exhibit, book discussions, film screening, etc.).

**Humanities must be central to the project.** Humanities include the following disciplines:

- History
  - Literature
  - Languages and cultures
  - Law
  - Folklore
  - Gender studies
  - Religious studies
  - Philosophy
  - Art history\*
  - Archeology
  - Cultural anthropology
  - Ethics
- Social sciences, such as political science and sociology, are also considered humanities.

*\* A note regarding the arts:* Humanities Kansas does not support arts projects, defined as creation and display of visual art, creative writing workshops, or performance (drama, dance, music, etc.). However, as noted above, projects that focus on the analysis and contextualization of art, such as a panel discussion moderated by an art historian, are eligible. The difference between humanities and art can be a fine line. If your project includes arts components, contact HK staff for guidance. The Kansas Creative Arts Industries Commission is also a resource for arts grant funding.

**Consider the format.** HK is interested in innovative, creative program formats, diverse perspectives, and new methods for reaching an audience. HK grants are intended to get a project "off the ground." HK cannot be expected to fund a similar project, or a signature event, year after year.

**Set Goals.** Projects must have at least two goals. Goals are simple statements that summarize what you hope to accomplish. Goals might connect people with new information and points-of-view, spark discussion and new ideas, or strengthen relationships among groups or organizations.

**Contact a Humanities Scholar.** Every project must involve at least one humanities scholar to support a humanistic perspective and provide in-depth knowledge. HK staff can help identify humanities scholars. Scholars must have at least one of the following criteria:

- At least a Master's degree in a humanities discipline helpful to the success of the project
- College-level teaching experience in a humanities discipline or proven record of scholarship in the humanities
- Museum curator, librarian, or other individuals with exceptional knowledge of the relevant topic
- Culture bearers – tribal or community elders, or practitioners of traditional cultural forms

Before you submit your application, you and your scholar should:

- Discuss the project and formulate ways to strengthen the humanities aspects
- Consider the involvement of other scholars to add diverse perspectives
- Review the application to help clarify goals and methodology

During the grant project, your scholar could:

- Serve as a speaker, panelist, or lead a discussion
- Offer ongoing advice and guidance
- Review an exhibition script or short film script for authenticity and diversity of perspective
- Provide an assessment of the project at its conclusion

**Develop a plan of action.** A monthly timeline lists the work you hope to accomplish from planning stage to completion.

- Include a list of major project activities to be completed within 12 months
- Assign a date to complete each task
- Identify the key project staff and consider their role in accomplishing the activities. Key staff might include project director, fiscal officer, marketing coordinator, volunteers, etc.

**Develop a communications plan.** Identify your target audience and develop strategies to reach that audience. What are the characteristics or demographics of your audience? Press releases submitted to local newspapers and use of social media are effective methods. Publicity must not be released prior to the funding decision or without acknowledgement of Humanities Kansas.

**Create a budget.** Grant applications are requests for funding, and the budget should not be left to the last minute. Show all anticipated expenses needed to accomplish the project. Provide details.

In addition to grant funds, applicants are asked to contribute goods and services equal to or greater in value than the amount requested. This is called *cost share* and can include:

- Staff and volunteer time devoted to the project
- Donated use of office space, venue facility, equipment, and supplies
- Social media, public service announcements, and other free publicity
- Refreshments at events

Cash match is not required. HK only accepts costs accrued after the official start date of the grant period.

Examples of items grant funds CAN be used for:

- Salaries for temporary staff specifically hired to carry out the project
- Salaries for part-time staff with significant roles in the project
- Honoraria for scholars
- In-state travel reimbursement for staff and scholars including mileage, meals, and lodging
- Non-durable supplies and some equipment. (Funds cannot be used exclusively for equipment purchases; however, a small portion of the grant request—less than 25%—can be for equipment if it will enhance the overall goal of providing public humanities programming.)
- Tools to support online programming, such as a Zoom license for virtual public events.
- Rental of facilities or equipment such as projectors and audio systems

- Some publicity and promotions (cannot exceed 25% of the request)
- Funds *in addition to* the grant project can be requested to assist with increasing access to the project, including support for a sign language interpreter, Spanish language interpreter, audio tours for digital and in-person exhibits, rental of handicap accessible ramps, etc. (Accessibility funds are only available to enhance the humanities content as proposed in the project application. HK cannot fund projects that retroactively make existing humanities content accessible.)

*If you don't see something listed, contact staff for clarification.*

Grant funds CANNOT be used for:

- Salaries for full-time staff employed by the sponsor organization
- Publishing a book or catalog
- Performance pieces such as plays, musical performances, storytelling, or re-enactors
- Purchase of major equipment, website hosting, or insurance
- Purchase, restoration, or construction of a building
- Courses for academic credit or school projects. Students may be involved as volunteers
- Academic conferences or programs directed to a single profession
- Creation or purchase of a mural, memorial, monument, or plaque
- Individual research, scholarships, or fellowships
- Fundraisers, advocacy, or lobbying
- Projects that discriminate on the basis of race, color, national origin, gender, age, physical abilities, sexual orientation or identity
- Food, beverages, entertainment, and promotional giveaways such as shirts or mugs

**Action Grant recipients are required to attend a 1-hour post-award online meeting.** Topics will be compliance rules, deadlines, and Q&A. Date and time of the meeting will be determined after grant awards are announced.

**Past Successful Grant Applications** are available upon request.

## HOW TO APPLY

### Step 1: Submit a Draft

Organizations are strongly encouraged, but not required, to submit a draft. Prepare a draft by answering the questions below, which mirror the online application. Include preliminary budget details. HK staff will provide feedback to make the project more competitive for final submission. We understand the draft is a work-in-progress. Drafts should be emailed to [LVH@humanitieskansas.org](mailto:LVH@humanitieskansas.org) (Do not use the online grants form to submit a draft.)

### Step 2: Submit Final Application

Applications must be submitted online at <https://www.humanitieskansas.org/grants-programs/humanities-for-all-grants>.

#### Online Application Process

- Applicants may browse the online application but must register in order to enter data.
- The first step in the application is Registration. Once you are registered, you may immediately begin the application.
- Once registered, you will receive a registration confirmation email with a link to your application. Retain this email and use the link to return to the application at a later date.
- To progress through the application, click the "+" on the left to expand each section. See the status of each section by viewing the "incomplete" or "complete" indicators on the right.

- Attachments to the application may be uploaded as a JPEG, PDF, or Word document.
- To generate a printable version, click “Print” in the final section.
- To submit, click “Submit” in the final section. Once submitted, you will no longer have access to the application.

## APPLICATION

### CONTACT INFORMATION

- 1. Registration.** This is the person filling out the online application. This is typically the Project Director but may be someone else.
  - Name, Organization, Email, Phone
- 2. Sponsoring Organization.** This is the organization submitting the application. The sponsor organization is responsible for overseeing the grant. The organization must be a non-profit located in Kansas.
  - Organization Name, Address, City, State, ZIP, Phone, and Website
  - *New in 2022:* A Unique Entity ID (SAM) from SAM.gov for sub-awardees is required. This 12-digit alphanumeric ID is used to track federal funding. (You do not need a full SAM.gov registration for HK grants. Only the UEID number is required.) *How do you get a UEID? Follow the Quick Start Guide here:* <https://www.humanitieskansas.org/doccenter/a4d4fbbab8664a2f86cfbd9928995b07>
- 3. Project Director.** This person is responsible for the management of the project and will submit final reports. All official correspondence and contracts will be sent to this person.
  - Name, Title, Organization, Address, City, State, and ZIP
  - Phone and Email
- 4. Fiscal Officer.** This person is responsible for accounting of grant funds and cost share. The Fiscal Officer cannot be the Project Director.
  - Name, Title, Organization, Address, City, State, and ZIP
  - Phone and Email

### PROJECT NARRATIVE

- 5. Project Title.**
- 6. Audience Size.** Provide an estimated number(s) that indicates how many people this project will impact overall. This might be done through in-person public events, online events, media broadcasts, web-based activities, or a combination. Provide numbers in the following categories:
  - In Person (panel discussion, speaker, film premiere, exhibition visitation)
  - Media (television or radio broadcasts)
  - Web (downloads, website views, research requests)
- 7.** What unique story that engages the public will you explore with the project? How will the humanities be central to its success? Describe the project and, if it is intended to be an in-person event, describe in detail the contingency plans if stay-at-home orders are issued. [500 words]
- 8.** What are your goals for this project? Why is this project important to your organization or community? [500 words]

9. What do you hope to accomplish during the funding period? Provide a detailed timeline from planning to completion. [500 words]
10. List the key project staff, other than humanities scholars, and describe their responsibilities to the project. This may include Project Director, Fiscal Officer, Marketing Coordinator, volunteers, etc. [500 words]
11. Describe your target audience and the marketing and communications strategies you will use to reach this audience. (Explain plans for promotion using social media, flyers, radio, etc.) [500 words]
12. If applicable, describe the involvement of partner organizations. [250 words]

## SCHOLARS

13. Every grant must involve at least one humanities scholar. The Project Director cannot serve as a project scholar. For each scholar, provide the information below. If your project involves more than 10 scholars, upload a separate document at the end of the application.
  - Scholar Name
  - Title, Department, Organization (if applicable)
  - Address, City, State, ZIP
  - Phone and Email
  - List academic degrees and disciplines or explain their professional background. [250 words]
  - Describe their role in the project (advisor, speaker, panelist, script reviewer) and indicate the topics they will address. [250 words]

## SCHEDULE OF PUBLIC EVENTS OR ACTIVITIES

14. Provide a list of all public engagement events, such as lectures, panel discussions, opening receptions or activities such as exhibitions, television broadcasts, or other online formats. Include tentative dates, times, locations, and estimated attendance for each. Describe alternative plans for the public event if a shutdown or stay-at-home order is issued. [500 words]

15. **Target Audience.** Describe the overall target audience for your project. (Check all that apply.)
- Families
  - AGE: 18-24
  - AGE: 25-40
  - AGE: 41-65
  - AGE: 66+

## BUDGET FORM

### 16. BUDGET

The budget shows all anticipated expenses throughout the course of the project and indicates what is to be funded with the HK grant or with cost share. Cost share is a way to document local contributions. It is the goods and services contributed to the project by the sponsor organization (or other partners involved) that are not funded by the grant. These local contributions ensure that Humanities Kansas is able to meet its requirements to the National Endowment for the Humanities. Remember: Applicants must provide cost share that is equal to (or greater than) the grant amount requested from Humanities Kansas. Everything used or done in support of the project once the grant has been awarded has a value.

Include detailed notes for each expense that explains how the amount was determined. Round totals to the nearest dollar. Provide details in the following categories. Reviewers expect a clear understanding of where funds are being allocated.

- Project Staff
- Honoraria
- Travel
- Promotion
- Supplies
- Equipment and Facilities
- Other Expenses

### **What Do These Budget Categories Mean?**

**Project Staff** is the value of time for people who administer the project, both paid and volunteer. Staff may include the project director, marketing coordinator, or specialty staff hired for the project. For each person, estimate the total hours dedicated to the project and multiply by a comparable wage.

- Fiscal Officer's services must be a cost share contribution
- Grant writing or other activities prior to the grant award cannot be included
- Volunteer time may be valued at \$15/hr and should be listed as cost share
- Fringe benefits may only be shown as cost share

**Honoraria** are payments made to humanities scholars that serve in roles such as speakers, panelists, or consultants. Honoraria should be proportional to the work and qualifications of each scholar. A major talk by a recognized expert involving research demands a higher payment than participation on a panel requiring minimal advance preparation. Honorarium is typically \$250-\$300 per event, but should not exceed \$500. Speakers not paid with grant funds should be listed as cost share.

**Travel** includes mileage, lodging, and meals for both project staff and scholars. Only out-of-town travel can be funded by the grant. In-town travel must be counted as cost share. HK allowable rates:

- Mileage: \$.50/mi for private vehicles. Rental cars with economy rates are allowed.
- Lodging: Up to \$100/night. Expenses beyond this rate must be cost share.
- Meals: Up to \$35/day
- Airfare: Economy rate only

**Promotion** includes the creation of brochures, invitations, flyers, posters, and costs associated with mailings. It may also include paid advertising such as online media, newspaper, radio, and television. The use of social media is encouraged.

**Supplies** includes detailed material costs for aspects such as exhibits or book discussions, or production of program agendas and gallery brochures. This category may include estimated costs of expendable items or office supplies needed for the project, such as pens, paper, or printer ink.

**Equipment and Facilities** includes rental costs for meeting rooms, public venues, sound equipment, projectors, or other items needed for a project. Grant funds cannot be used to purchase major equipment, but you can place a fair market value on its use and count cost share. Fair market value is based on the cost of renting similar equipment. Small equipment purchases are allowable (less than 25% of the overall grant request), but purchase must be vital to the project.

**Other** includes costs essential to the project not identified above, including accessibility costs. Be specific. HK rarely funds "miscellaneous" costs. Items such as refreshments and group meals should be listed as cost share.

**SAMPLE BUDGET:** The sample below only shows details for select categories and is not intended to be a complete budget.

BUDGET ITEM	HK Grant	Cost Share
<b>PROJECT STAFF</b>		
Sarah Jones, Project Director 80 hrs @ \$20/hr = \$1,600	1,000	600
Bobbi Smith, Fiscal Officer, 6 mo @ \$2,000/mo @ 1% = \$120	-	120
3 volunteers @ 20 hrs ea @ \$15/hr = \$900	-	900
<b>PROJECT STAFF TOTAL</b>	<b>1,000</b>	<b>1,620</b>
<b>HONORARIA</b>		
Jane Doe, Consultant, Speaker for 1 program @ \$150 and Consulting @ \$300	450	-
Ray Rodriguez, Panel Moderator, \$75	75	-
Lana Lang, local historian & speaker for 1 program @ \$150	-	150
<b>HONORARIA TOTAL</b>	<b>525</b>	<b>150</b>
<b>TRAVEL</b>		
Jane Doe, Consultant, Speaker, 400 mi @.50/mi = \$200. Lodging, 1 night @\$100. Meals, 1 day @\$35	335	-
Sarah Jones, Project Director in-town travel 40 mi @ \$.50/mi = \$20	-	20
<b>TRAVEL TOTAL</b>	<b>335</b>	<b>20</b>
<b>PROMOTION</b>		
Printing, 1000 flyers, printed @\$.15 = \$150	150	-
Postage, 200 flyers, mailed @ \$.35 = \$70	70	-
Media Advertising, 2 articles in The Daily News @\$100 ea = \$200 10 announcements on KWQ RADIO @ \$30 ea = \$300	-	500
Social Media Marketing 2 days @ \$15/day	15	15
<b>PROMOTION TOTAL</b>	<b>235</b>	<b>515</b>
<b>EQUIPMENT &amp; FACILITIES</b>		
Sound system rental, 2 days @ \$75/day = \$150	150	-
Video Camera usage, 2 days @ \$50/day = \$100	-	100
Meeting Room usage, 1 meeting @\$100 = \$100	-	100
Auditorium usage, 2 events @\$200 ea = \$400	-	400
<b>EQUIPMENT &amp; FACILITIES TOTAL</b>	<b>150</b>	<b>600</b>
<b>TOTALS</b>	<b>2,245</b>	<b>2,905</b>

GRANT REQUEST TOTAL: \$2,245.00  
 COST SHARE TOTAL: \$2,905.00

- 17. Additional Funding.** List additional funding that you have requested, plan to request, or have secured for this project. Provide amount(s) and funding source(s). [250 words]
- 18. Admission.** Are you charging admission for anything related to the project? Yes or No.
- 19.** If you are charging admission, state the amount that will be charged per person and describe how proceeds will be used. Grant-funded projects are not intended to be fundraisers. Projected revenue from admission fees cannot be counted toward cost share. [250 words]

#### ATTACHMENTS

- 20. Promotional Image:** All applicants must upload a photograph or image related to the project that can be used in Humanities Kansas publications. Images of people and faces are preferred. Avoid logos. Historical photographs are acceptable. Images should be a maximum of 1 MB in size. (JPG, PNG, GIF, PDF)
- 21. Special Attachments:** Additional information is required for exhibitions, book discussions, short films, outdoor interpretive signs, and media projects. Please consult the supplemental guidelines on HK's website: <https://www.humanitieskansas.org/grants-programs/humanities-for-all-grants>. Documents should be a maximum of 1MB in size. (PDF or Word)
- 22. Letters of Support** are not required, but can explain the broader community impact. Letters provided by a partner organization, mayor, or convention & visitors bureau help demonstrate local interest. No more than three letters of support. Documents should be a maximum of 1MB in size. (PDF or Word)
- 23. Additional Material** that has not been previously addressed. Documents should be a maximum of 1MB in size. (PDF or Word)

#### AUTHORIZING OFFICIAL

- 24. Authorizing Official** is the person, such as president, dean, or executive director, who is authorized to approve an application on the organization's behalf.
- Name, Title, Organization, Address, City, State, and ZIP

**Acknowledgement of Humanities Kansas.** All material developed with an HK grant, including associated publicity and promotional materials, shall include the HK logo and credit funding by Humanities Kansas. All projects must include a disclaimer statement to the effect that views expressed are not necessarily those of Humanities Kansas or the National Endowment for the Humanities.