

## 2019 Kansas Town Hall Grant Guidelines



The Kansas Town Hall program, a partnership between Humanities Kansas (HK) and the Eisenhower Presidential Library & Museum, encourages citizens to discuss public policy issues facing Kansans today.

*Citizenship is not a mere matter of expressing our pride in our traditions...citizenship is the carrying forward of the ideals on which nations based on freedom are maintained and sustained.*

Dwight Eisenhower, September 30, 1956

### Goals of the Kansas Town Hall Grant program

1. Inspire civic engagement by addressing contemporary and relevant topics
2. Use the humanities to enrich discussion of civic-related topics
3. Consider multiple perspectives for a balanced discussion

Kansas Town Hall (KTH) grants support projects that apply history, literature, and culture to spark respectful dialogue on public issues. Projects typically involve community conversations, panel discussions, public forums, and presentations, but may include elements such as exhibits or media productions.

**Award Amount:** Grants are competitive with a maximum award of \$4,000

### Deadline

Applications must be submitted at least 6 weeks before the first event. Applicants are asked to email preliminary ideas prior to final application.

### Who Can Apply

In-state nonprofits are eligible. 501(c)3 status is not required, but applicants do need a DUNS number.

**For Information** contact Murl Riedel, Director of Grants, 785-357-0359, [murl@humanitieskansas.org](mailto:murl@humanitieskansas.org)

## **GETTING STARTED: What is Civic Engagement? What are the Humanities?**

Civic engagement is collective discussion that explores issues of public concern. KTH projects may vary in format but must involve the humanities to inform discussion. The humanities include history, literature, philosophy, law, political science, sociology, and cultural anthropology. Applicants are encouraged to contact HK staff early for guidance. The project should engage an adult, out-of-school audience. Projects should be completed within 12 months or less.

### **Selecting a Topic for Your Kansas Town Hall**

The topic should have historical roots and contemporary reach. Topics should:

- Be relevant to the community or organization
- Encourage informed discussion and use questions to engage citizens
- Include multiple perspectives

Example topics:

- Changing communities: population shifts, diversity, or infrastructure
- Health care, opioid crisis
- Food deserts: local access to quality, affordable, or nutritious foods
- Broadband internet access

### **Selecting a Humanities Consultant**

Each KTH grant must involve a humanities scholar to serve as project consultant. The consultant will provide feedback, suggest methods for using the humanities, and may serve as speaker or moderator. HK can help identify a humanities consultant. The humanities consultant must fit within at least one of the following categories:

- Individual with at least a Masters degree in a humanities discipline
- Professional with college-level teaching experience in a humanities discipline
- Curator, librarian, or other individuals with knowledge of a relevant topic

### **Selecting Speakers and Discussion Leaders**

KTH programs are intended to enrich discussion by providing a depth of information in a balanced manner. This is accomplished by sharing the insights of scholars and experts. Speakers and discussion leaders may include scholars, subject matter experts, public policy experts, or community representatives. A humanities scholar must be involved with each event. HK can help identify these individuals.

### **Developing a Budget**

The budget shows all anticipated expenses needed to accomplish the project. In addition to the grant funds, applicants are asked to donate 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
- The use of office space, venue space, and equipment
- Social media, public service announcements, and other free publicity
- Refreshments

Cash match is not required. Grant funds can only be used for direct costs. Contact HK for clarification.

### **Grant funds CAN be used for:**

- Salaries for part-time staff employed by the sponsor organizations who play a significant role in the project
- Honorarium for the consultant, speakers, discussion leaders, and facilitators
- Civic engagement training
- Travel reimbursement for staff and out-of-town consultant, speakers, and facilitators
- Some publicity and promotions. No more than 40% of request.
- Event or project handouts, such as brochures or discussion guides
- Rental of facilities or equipment, such as film projectors and a sound system

**Grant funds CANNOT be used for:**

- Salaries for full-time staff employed by the sponsor organization
- Fundraisers or programs that advocate one-sided political action
- Individual research, scholarships, or fellowships
- Academic conferences or programs directed to a single profession
- The purchase of equipment, website hosting, or insurance
- Courses for academic credit. No school projects. Students may be involved as volunteers.
- Projects that discriminate on the basis of race, color, national origin, gender, age, physical abilities, or sexual orientation
- Any expenses incurred prior to the grant award
- Refreshments, entertainment, re-enactors, storytellers, or giveaways (t-shirt, mugs, etc)

**HOW TO APPLY**

**Step 1: Email Your Idea:** Applicants should email ideas in advance of final application. The email should identify the sponsor organization and explain the tentative topic. HK can provide feedback to strengthen application for final submission. Email Murl Riedel, Director of Grants, [murl@humanitieskansas.org](mailto:murl@humanitieskansas.org) or call 785-357-0359.

**Step 2: Submit Final Application:** The final application must be emailed as a Word or PDF document to Murl Riedel, Director of Grants, [murl@humanitieskansas.org](mailto:murl@humanitieskansas.org). The application must be submitted at least 6 weeks before the first public event.

**Application must include:**

- Part A – Contact Information
- Part B – Project Description
- Part C – Budget
- Part D – Attachments

**PART A: CONTACT INFORMATION**

Sponsoring Organization (Organization responsible for management of project)

- Name, Address, and Website
- Nine-digit DUNS Number. Request a DUNS number free-of-charge by visiting <http://fedgov.dnb.com/webform>.

Project Director (Person who will oversee the project. All correspondence will be directed to this person.)

- Name, Title, Organization, and Address
- Phone and Email

Authorizing Official (Typically board president, executive director, or dean)

- Name, Title, Organization, and Address
- Phone and Email

Fiscal Agent (Person responsible for accounting of grant funds and cost share. Cannot be Project Director.)

- Name, Title, Organization, and Address
- Phone and Email

Humanities Consultant (All projects must involve at least one consultant. Cannot be the Project Director.)

- Name, Title, Organization, and Address
- Phone and Email

**PART B: PROJECT DESCRIPTION** (Answers should not exceed 500 words)

1. Project Title:

2. Describe the project and explain the topic. How will the humanities be used to enrich discussion of the topic?
3. What are the goals for the project and why is it important to your organization or community?
4. Provide a project timeline from planning stage to completion. Include dates for major project activities to be completed within 12 months or less.
5. List each scholar, discussion leader, speaker, or facilitator involved in the project. Briefly describe their qualifications and role in this project. Specify which individuals are to be supported with grant funds.
6. Who is the intended audience?
7. How will the project be promoted? (Facebook, Twitter, flyers, mailings, local media)
8. Provide information for all public events. Include date, time, location, and estimated attendance. All events should be free and open to the public.
9. Describe any additional funding received or requested for the project. Please provide amounts and funding source. (ex: ABC Foundation - \$500)

### **PART C: BUDGET**

The budget lists all anticipated expenses throughout the course of the project and indicates what is to be funded with the grant and what is to be funded through cost share. Show detailed calculations. Cost share must be equal to or greater in value than the amount requested from HK. Provide details for the following categories:

- Project Staff
- Honoraria
- Travel
- Promotion
- Equipment and Facilities
- Program Materials
- Other Expenses

Institutions may list indirect costs only as cost share and only after consultation with HK.

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

**Project Staff** is the value of time for the people who administer the project, such as project director, fiscal agent, or marketing coordinator. For each person, estimate total hours dedicated to the project and multiply by a comparable wage.

- Fiscal Agent'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/hour and should be listed as cost share

**Honoraria** includes payments to the consultant, speakers, public policy experts, panelists, and facilitators. Honorarium is typically \$150 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 speakers and project staff. Only out-of-town travel can be funded by the grant. In-town travel is 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
- Meals: Up to \$35/day
- Airfare: Tourist or economy rates 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.

**Equipment and Facilities** includes rental costs for a meeting room, public venue, projectors, film rights, or other items. Grant funds cannot be used to purchase equipment, but you can place a fair market value on its use. Fair market value is based on the cost of renting similar equipment.

**Program Materials** includes costs for programmatic aspects, such as book or film discussions. It may also include expenses for creation of program agenda, study guides, or other handouts at public events.

**Other** includes costs essential to the project not identified above. Be specific. HK rarely funds “miscellaneous” costs. Items such as refreshments and group meals must be listed as cost share. Funds may also be used to support civic engagement training for project staff.

**SAMPLE BUDGET FORM:** The sample below is not intended to be a complete budget.

<b>1. PROJECT STAFF Example</b>	<b>Grant</b>	<b>Cost Share</b>
Sarah Jones, Project Director	\$100	\$700
50 hrs. @ \$16/hr = \$800		
Charles Chatwick, Fiscal Agent	\$0	\$240
6 mos. @ \$2,000/mo. @ 2%= \$240		
Jeff Smith, Marketing (Press Release, Facebook, Twitter)	\$200	\$0
12.5 hrs. @ \$16/hr = \$200		
3 volunteers @ 10 hr ea @ \$15/hr = \$450	\$0	\$450
<b>TOTAL</b>	<b>\$300</b>	<b>\$1,390</b>

<b>2. HONORARIA Example</b>	<b>Grant</b>	<b>Cost Share</b>
Jane Schmidt, Humanities Consultant	\$450	\$0
Consulting @ \$200		
Speaker for 1 program @ \$150		
Moderator for 2 programs @ \$50 ea		
Robert Reed, Geologist	\$250	\$0
Speaker for 1 program @ \$150 ea		
Panelist for 2 programs @ \$50 ea		
Ray Rodriguez, Policy Expert, panelist for 1 program	\$50	\$0
<b>TOTAL</b>	<b>\$750</b>	<b>\$0</b>

<b>3. TRAVEL Example</b>	<b>Grant</b>	<b>Cost Share</b>
Jane Schmidt, Humanities Consultant	\$40	\$0
80 mi @ \$.50/mi		
Robert Reed, Geologist	\$100	\$0
200 miles @ \$.50/mi = \$100		
Ray Rodriguez, Policy Expert	\$330	\$0
400 miles @ \$.50/mi = \$200		
Lodging, 1 night @ \$100		
Meals, 1 day @ \$35		
<b>TOTAL</b>	<b>\$470</b>	<b>\$0</b>

<b>4. PROMOTION Example</b>	<b>Grant</b>	<b>Cost Share</b>
Printing, 1,000 flyers @ \$.15 = \$150	\$150	\$0
Postage, 1,000 fliers @ \$.35 = \$350	\$100	\$250
Media Advertising	\$0	\$380
2 ads in The Daily News @ \$100 = \$200		
12 Ads on KWQ Radio @ \$15= \$180		
Social Media Marketing, 2 days @ \$15/day	\$0	\$30
<b>TOTAL</b>	<b>\$250</b>	<b>\$660</b>

**Total Grant Request:** \$1,770

**Total Cost Share:** \$2,050

**PART D: ATTACHMENTS**

**Promotional Image:** All applicants must upload a photograph or image related to the project that can be used in HK publications. Images of people and faces are preferred. Promotional image can be included in the applications or emailed directly to [murl@humanitieskansas.org](mailto:murl@humanitieskansas.org).

**Acknowledgement of Humanities Kansas:** All material developed with a 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.