

## HEARTWOOD Mini-Grant Program

**About Heartwood Mini-Grant Program:** The purpose of the mini-grant program is to provide funding for activists who need it. The mini-grant program seeks to provide funding for creative efforts and ideas fomented *by Heartwood members and member groups*. Efforts and ideas could range from Heartwood's roots as a forest protection organization to current efforts to stop mountaintop removal and biomass projects to ideas we have not considered at this time. Ideas and efforts that are quantifiable (e.g. actions taken, phone calls made, letters written and sent, websites on-line, films made, meetings held) and work to sustain and expand environmental activists in the Heartwood region will be considered.

**Grant Guidelines:** Grants will be awarded to selected projects that address one or all of the following issues:

- Educate the Heartwood Region about an environmental threat or opportunity.
- Inspire action among the Heartwood Region to protect, restore, and or create environmental integrity.

**Issues may include, but are not limited to:**

- Sustainable Communities (this is a broad topic from food issues to air to water to infinity and beyond)
- Forest Protection
- Biomass

**All projects should address one or all of the following:**

- Public outreach
- Education
- Organizing
- Media

**Grant Deadline:** August 1, 2010

**Award range:** Up to \$1,000 per project

**Project Review:** Upon completion of your project, you will be required to complete a brief project report. A report form will be provided with instructions.

**How to Apply:** Email the application below to [info@heartwood.org](mailto:info@heartwood.org) by August 1, 2010. You will receive an email confirming your application and will be notified of the award. If you have questions or would like feedback on your proposal, please do not hesitate to contact Amanda Moore, Heartwood Coordinator, at the above email address or at 615-358-8898.

## Heartwood Mini-Grant Application Form

*NOTE: Please answer the following questions on a separate document.*

1. Name of organization:
2. When did your organization join Heartwood?
3. Title of project:
4. Amount requested:
5. Complete contact information for organization:
6. Who is the primary contact for this project? Please include complete contact information:
7. If an organization, is this an incorporated 501(c)3?
8. What is the annual budget of your organization?
9. Names of other groups involved in this project, if any:
10. Goal(s) of project: For example, "Mail 3,000 letters to Congressman X about MTR".
11. What is your plan to achieve this goal? Include your strategy, activities, message and timeline.
12. What is the timeline for this project? Include a weekly timeline with specific action items by each week, if appropriate.

### EXAMPLE:

JUNE

Week 1

    Planning Meeting

Week 2

    Print flyers

    Start radio and newspaper ads

Week 3

    Have concert

    Clean up concert site

Week 4

    Follow up

13. What are your benchmarks for measuring success?

EXAMPLE

- Recruited 5 new volunteer organizers
- Place 20 free radio spots
- Placed announcement and coverage in 3 local newspapers
- Turned out 2000 people at concert
- Created new short film on the Indiana bat, its habitat and threats to be distributed to schools

14. How would this project benefit the Heartwood Region?\* (Curious about just what is in the Heartwood Region? See below.)

15. Briefly explain how your project achieves the following: Educates the public; Educates decision makers; Creates a tool or opportunities for other activists in the region.

16. If this is a report or meeting, what unique need does this fill?

17. What is the total budget for the project? What are the other funding sources?

18. Please provide the budget breakdown for the project.

EXAMPLE

Budget for Materials

- Layout/Design
- Printing
- Postage

Budget for Staff Time

Budget for Public Outreach

Event Costs

- Postcard Production and Mailing
- Printing
- Mailing Service
- Postage

\* Heartwood "core states" include Indiana, Ohio, Illinois, Kentucky, and Missouri. Over time, Heartwood has branched out to serve areas of need throughout an 18-state region, giving special attention to Michigan, Mississippi, Pennsylvania, Arkansas, West Virginia, and Virginia, but a great idea from an activist in Tennessee could be funded if it meets the guidelines.