

# The Big Read Mini-Grant Program Description

## ***The Big Read***

The Big Read is an initiative of the National Endowment for the Arts designed to restore reading to the center of American culture. Sonoma County is one of hundreds of communities across the United States that will participate in The Big Read in Fall 2008. During September and October of this year, adults and teens in our county will be invited to join together to read Harper Lee's classic, *To Kill a Mockingbird*. More details about *The Big Read* and examples of *Big Read* projects can be found at [www.neabigread.org](http://www.neabigread.org) or [www.bigreadsonoma.com](http://www.bigreadsonoma.com).

The Big Read in Sonoma County is led by KRCB Public Radio & Television, partnering with the Sonoma County Library, Sonoma County Public Library Foundation, Cultural Arts Council of Sonoma County, Sonoma County Book Festival, Sonoma State University, Santa Rosa Junior College and Copperfield's Books.

## ***Sonoma County Mini-Grant Program***

As part of the community-wide experience of *To Kill a Mockingbird*, the Big Read Sonoma County is inviting teachers, schools, senior centers, arts and community organizations and other interested individuals or groups to participate in a mini-grant program. We invite applicants to develop a creative project that encourages the reading of *To Kill a Mockingbird* and to complete a brief form to apply for financial support for the project.

**The Big Read Sonoma County will award \$5,000 in small grants ranging from \$50 to \$500. Organizations do not have to be 501(c)(3) organizations in order to apply.**

**The purpose of the mini-grant program is to motivate a larger number of individuals and community organizations from all corners of Sonoma County to participate in The Big Read and to read *To Kill a Mockingbird*.** All Big Read activities must occur in Sonoma County and must begin between September 15, 2008 and October 31, 2008.

## ***Judging Criteria***

Applications will be judged on the following criteria:

- *Outreach to special communities*, including reluctant readers, low-income, disabled, English-as-a-Second Language or homebound individuals. (10 points)
- *Creativity*. The committee will reward projects that are particularly imaginative and engaging. (10 points)
- *Depth of participation*. Projects that engage participants and/or volunteers with a high level of interactivity will receive more points than low-interactivity projects. (10 points)
- *Geographic diversity*. The committee seeks to award at least one project in each city or unincorporated area in Sonoma County. (10 points)
- *Number of individuals served*. The committee prefers projects that serve a minimum of 10 individuals. Reaching a greater number of individuals is preferred, as long as the project can promote active participation with a larger group. (10 points)

## ***Application Deadline***

***Applications are due to KRCB Attn: Robin Metalitz at 5850 Labath Ave., Rohnert Park, CA 94928 by 5 p.m. on Friday, August 1, 2008.*** Awards will be announced by August 15, 2007.

## The Big Read Sonoma County Mini-Grant Application

Name of Contact Person \_\_\_\_\_

Name of Project Coordinator \_\_\_\_\_

Name of Organization (if applicable) \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### Project Questions

*On one attached sheet of paper, please answer the following three questions.*

1. Describe your project: who will be served, how many people will be served, what will your project entail, and how will it encourage others to read *To Kill a Mockingbird* or make The Big Read more visible in Sonoma County? How will the project be staffed, and are those employees or volunteers available and committed? Is the project open to the public?
2. When will your project commence? All Big Read Sonoma County projects must begin between September 15, 2008 and October 31, 2008.
3. If you are applying for an organization, include your mission statement and a brief description of your organization.

### Funding Questions

1. How much money will your proposed project cost to implement? \$\_\_\_\_\_
2. How much money are you requesting from the mini-grant program? \$\_\_\_\_\_
3. If your expected costs are greater than the mini-grant amount, how will the balance of the expenses be paid? \_\_\_\_\_  
\_\_\_\_\_
4. If only a partial award is available, could you still implement your project? \_\_\_\_\_

Note that all mini-grant award winners will be asked to provide a one-paragraph summary of the results of the project at the conclusion of the project, including a head count of the number of adults and children who participated, as well as photographs (if available).

***Please submit your completed application no later than 5 p.m. on Friday, August 1, 2008 to the KRCB Attn: Robin Metalitz, 5850 Labath Ave, Rohnert Park, CA 94928.***

Questions? Contact Robin Metalitz at KRCB: (707) 584-2005.

*This mini-grant program is part of The Big Read, an initiative of the National Endowment for the Arts in partnership with the Institute of Museum and Library Services and Arts Midwest.*