

The Big Read Mini-Grant Program Description

nb: The form in this document may be filled in online, saved to your computer and printed out for legibility.

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 April 2010, adults and teens in our county will be invited to join together to read Mark Twain's classic, **The Adventures of Tom Sawyer**. More details about The Big Read and examples of Big Read projects can be found at www.neabigread.org or www.bigreadsonoma.com.

The Big Read, Sonoma County is led by KRCB Public Radio & Television, partnering with the Sonoma County Library, Sonoma County Public Library Foundation, Cinnabar Theater, Arts Council of Sonoma County, Sonoma County Regional Parks and Santa Rosa Junior College.

Sonoma County Mini-Grant Program

As part of the community-wide experience of **Tom Sawyer**, 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 **Tom Sawyer** and to complete a brief form to apply for financial support for the project.

The Big Read Sonoma County will award a total of \$5,000 in small grants ranging from \$50 to \$250. 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 *Tom Sawyer*. All Big Read activities must occur in Sonoma County and should occur in or around April 2010.

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)

In case of a tie, extra consideration will be given to projects with funding from other sources in addition to The Big Read, Sonoma County.

Application Deadline

Applications must be received by Friday, January 15, 2010 by 5 p.m. Applications may be submitted by email to bigread@krcb.org or mail to KRCB Big Read, 5850 Labath Ave., Rohnert Park, CA 94928.

Questions? Call Melissa Kelley at (707) 537-8783.

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 four 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 **Tom Sawyer** 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?
2. Is the project open to the public? Y/N
3. When will your project commence? All Big Read Sonoma County projects should occur during or around April 2010.
4. If you are applying for an organization, include your mission statement and a brief description of your organization.

Budget

On one attached sheet of paper, please submit a simple budget, including this information:

Total cost of your project (please list of the most significant expenses for your project); sources of funding other than this mini-grant program; amount of funding requested from the mini-grant program.

If only a partial award is available, could you still implement your project? _____

Important Information for Awardees

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

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