Grants, Partners & Outreach - Oh My!

Nyssa Fleig – Salt Lake County Library Services
Telesa Nichols – Utah State Library
Liesl Seborg – Salt Lake County Library Services
Grants
Grants:
Is this Grant right for me?
(My organization, my community?)

Ask yourself these questions when considering a grant:

- Can we do the program in another way? Via a partnership or on our own without a grant?
- Does the grant align with library goals and mission?
- Do we meet the specific requirements of the grant?
- 501(c)3 needed?
- Partner(s) needed?
- What staffing would we need to allocate?
- What funds and other resources would we need to allocate?
Partners
Partners:
Is this partner right for me? (My Organization? My Community?)

When considering a partner for any program or initiative ask yourself these questions before agreeing to anything:

- Does the partnership align with library goals and mission?
- Would both you and the partner have “skin in the game”?
- Who benefits the most from the grant?
- Does the load of work balance between the partners?
Outreach
Outreach: Finding Community Partners
Oh My!
Oh My!
Grant Process and Timelines
Gantt Charts

- Appoint coordinator
- Define objectives
- Define message
- Choose trade show
- Choose stand size and location
- Send application form
- Write description for conference guide
- Setup budget
- Setup schedule
- Draw up list of participants
- Send mailing to customers & prospects
- Publicize show on corporate web site
- Write press release
- Schedule meetings with customers & prospects
- Send free passes to major customers & prospects
- Schedule meetings with press attendance
- Plan layout
- Order furniture
- Prepare displays
- Brochures
- Collaterals
- Stock

- Task labels follow bars
- Groups or people responsible for task (resources)
- Lines and arrows show how tasks are linked (dependencies)
- Different colors for different project phases (groups of tasks)
- "Today's date"

ULA 2017 Sandy, Utah
Memoranda of Understanding (MOUs)

Memorandum of Understanding between
Z Library Services and Partner “X”

This Memorandum of Understanding (MOU) confirms the services listed below will be provided in cooperation between Z Library Services (LIBRARY) and Partner “X” (PARTNER “X”). Partner “X” is a collective effort of the Partner “X” Affiliated Guild and Partner X Chair (individuals, and on behalf of the Partner “X” Board).

Purpose of Agreement

The purpose of this Agreement is to establish a collaborative relationship between LIBRARY and PARTNER “X”. LIBRARY and PARTNER “X” have a shared desire to bring the Partner “X” Festival to the population residing in Salt Lake County and surrounding areas. These agencies will work together to host the Partner “X” Festival in Salt Lake County.

Partner “X”s Role of Work

LIBRARY agrees to participate, with partners, in the promotion and delivery of the Partner “X” Festival. Specific contributions from LIBRARY to PARTNER “X” include:

- Logo design;
- Promotion of LIBRARY specific events. Poster/Flyer design shall be shared with PARTNER “X” partners;
- Workshop/training space in branch libraries;
- Festival hosting at Event Center;
- Staff support at Z Library Services and Festival events.

Financial Agreement

LIBRARY will support the PARTNER “X” in the above mentioned ways at NO CHARGE to PARTNER “X” in exchange for NO CHARGE (free) trainings to LIBRARY librarians and NO CHARGE access to the event(s) by the public. LIBRARY-designated event staff, and performers. If PARTNER “X” will be charging entrance to the festival, charges for space will be levied to PARTNER “X” at the nonprofit rate.

Promotion of Partnership to the Public

The LIBRARY shall not be included, referenced, or inferred, in name or by graphic as a partner for any fund raising purposes.

Amendment

This Agreement may be amended only in writing signed by both parties.
Grantor Organization
Grantor Representative
K Street
Washington, DC 20006-1506

Dear Mr./Ms. Grantor Representative,

It is my pleasure to write a letter in support of the grant project name being submitted to the Library Grant Application by Library.

Our organization understands that many newcomers to Utah who are low income need education to help them build a better understanding of how to make healthy financial decisions and help their families prosper. We have been serving refugees/immigrants in Utah for over XX years and have seen families struggle due to a lack of understanding surrounding basic banking, budgeting, future planning, utilization of credit products and other financial concepts. Our organization supports any effort to build the financial literacy of the families we serve.

Our organization has partnered with Library in the past and we fully support their efforts in increasing financial literacy for newcomers in Salt Lake County. We are excited to partner on this effort and we commit to assisting with consultation about cultural and linguistic considerations as well as assisting with marketing and outreach efforts.

Please let me know if you have any questions about our organization, our partnership with the Family Prosperity Initiative team, or the populations we serve. We appreciate the opportunity and wish you luck in your grant award process.

Sincerely,

Name
Title
Phone/Email
Additional Resources

- Grants, Awards & Scholarships on ALA webpage: [http://www.ala.org/awardsgrants/awards/](http://www.ala.org/awardsgrants/awards/)
- Foundation Center: [http://foundationcenter.org/](http://foundationcenter.org/)
- Purdue OWL Grant Writing: [https://owl.english.purdue.edu/owl/resource/981/1/](https://owl.english.purdue.edu/owl/resource/981/1/)
- Compilation of Grant Writing Resources from Guide Star: [https://trust.guidestar.org/grant-writing-101-resources-for-grant-writers](https://trust.guidestar.org/grant-writing-101-resources-for-grant-writers)
Thank You!

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