

## Common Grant Application

For the past year a group of funders in North Texas has been meeting to discuss the implications of developing a Common Grant Application, an effort that began in response to requests from area nonprofit organizations. Through the process, an application was developed in which grantseekers can work from a common set of questions while aligning requests to each foundation's own guidelines.

The group is at a point where they are accepting feedback from several nonprofits regarding the application, questions asked, ease of use, suggestions for changes, etc. The Common Grant Application you see on this site is in draft format and the version used for the beta test.

For a list of grantmakers that have agreed to participate in the beta test, please see below.

\*\*Please understand this form is a draft. If you are applying to one of these foundations during their regular grant process, please use their suggested format. Information on how to apply to each foundation can be found on their website.

### North Texas Foundations participating in the beta test of the Common Grant Application:

- |   |  |
|---|--|
| 1. Carl B & Florence King Foundation          | <a href="http://www.kingfoundation.com">www.kingfoundation.com</a>                     |
| 2. Communities Foundation of Texas            | <a href="http://www.cftexas.org">www.cftexas.org</a>                                   |
| 3. Dallas Women's Foundation                  | <a href="http://www.dallaswomensfoundation.org">www.dallaswomensfoundation.org</a>     |
| 4. Miles Foundation                           | <a href="http://www.milesfdn.org">www.milesfdn.org</a>                                 |
| 5. M.R. and Evelyn Hudson Foundation          |  |
| 6. The Boone Family Foundation                | <a href="http://www.theboonefamilyfoundation.org">www.theboonefamilyfoundation.org</a> |
| 7. The Dallas Foundation                      |  |
| 8. The Embrey Family Foundation               | <a href="http://www.embreyfdn.org">www.embreyfdn.org</a>                               |
| 9. The George and Fay Young Foundation, Inc.  | <a href="http://gfyfoundation.org/">http://gfyfoundation.org/</a>                      |
| 10. The Meadows Foundation                    |  |
| 11. The Mike and Mary Terry Family Foundation | <a href="http://www.TerryFamilyFoundation.org">www.TerryFamilyFoundation.org</a>       |
| 12. The Redman Foundation                     |  |
| 13. The Rees-Jones Foundation                 | <a href="http://www.rees-jonesfoundation.org">www.rees-jonesfoundation.org</a>         |
| 14. The Thompson Family Foundation            |  |
| 15. Vickery Meadows Youth Foundation          |  |

# COMMON GRANT APPLICATION

## GLOSSARY OF TERMS

1. **Number of volunteers** (Section II.9) - Please provide details on how many hours the volunteers work on average, if you have AmeriCorps volunteers separate from standard volunteers, etc. The purpose of this question is to get a general overview of your organization's design.
2. **Grant Purpose Definitions** (Section III.7)
  - a. **Seed/Pilot funding:** innovations/start-up funding
  - b. **Project/Program support:** a specific project/program within your organization
  - c. **Capacity Building:** creating more, higher quality and/or more sustainable services (research, assessment, expansion, resource development, etc.)
  - d. **Capital:** small capital (equipment, buildings, vehicles, etc.) or capital campaigns
  - e. **General Operating support:** day-to-day costs of running your organization (office space, staff salaries, marketing materials, etc.)
3. **Performance Measures** (Section V.1) – Please provide which data/information will be collected and how (surveys, test scores, media attention, awards, longitudinal studies, etc.).
4. **Goals** (Section V.7) - Measurable statements of activities proposed in the grant request. When appropriate, please include a date for the goal to be accomplished when writing your goals. In most cases, baseline data (i.e., the current or starting level) should also be included. Exceptions include, but are not limited to, funding for the construction of a new facility and funding for a new program.

### Goals can be listed as:

- a. **Outputs:** Direct products of the activities proposed - usually measured in terms of volume of work accomplished – for example, number of people served; and/or
- b. **Outcomes:** Benefits or changes to individuals, families, communities, etc. resulting from program participation – for example, percentage of individuals with a 50% or better reduction in their symptoms.

### Examples:

Goals without baseline data:

1. To serve 1,300 people in 2012.
2. To raise \$100,000 in additional funding by 12/31/2012.
3. To complete construction of the new facility by 12/31/2012.

Goals with baseline data:

1. To increase the number of children and adults served from 1,300 to 1,600 by 12/31/2012.
2. To increase the number of courses offered per year from 5 to 10 by 12/31/2012.
3. At least 75% of participants diagnosed with depression will show a 50% or better reduction in their symptoms.

# COMMON GRANT APPLICATION

## [Mayborn Young Spurs Excellence and Opportunity Initiative] application to [Communities Foundation of Texas]

\*A general rule of thumb for length of the application is approximately 7-9 pages of complete text.

I. CONTACT INFORMATION			
<b>Contact Name:</b> Kristine Nader		<b>Executive Director or President:</b> George Getschow	
<b>Contact Position or Title:</b> Grants Coordinator		<b>Email address:</b> George.Getschow@unt.edu	
<b>Contact Email and Phone:</b> 979-255-1006 KRISTINE.NADER@unt.edu			
<b>Mailing address:</b> c/o The Mayborn Graduate Institute, Univ of North Texas, 1155 Union Circle #311460	<b>City:</b> Denton	<b>State:</b> Texas	<b>ZIP Code:</b> 76203
<b>Website:</b> <a href="http://journalism.unt.edu/maybornconference/young-spurs-initiative">http://journalism.unt.edu/maybornconference/young-spurs-initiative</a>	<b>Phone:</b> (940) 565-4564		<b>Fax:</b> ( 940 ) 565-2370

II. ORGANIZATION BACKGROUND	
<b>1. Date founded:</b> 2011	<b>2. Tax ID Number:</b> UNT Foundation 23-7232618
<b>3. Legal Name:</b> The Mayborn Literary Nonfiction Conference Young Spurs Excellence and Opportunity Initiative	<b>4. DBA:</b> Young Spurs
<b>5. Organization Mission Statement:</b> The mission of the Young Spurs program is to help high school and community college students develop critical thinking abilities, research skills and personal expression through the art and science of narrative storytelling devices, techniques and personal practice.	
<b>6. Organization Vision Statement (if applicable):</b> A new generation of factual storytellers, inspired to apply the narrative craft throughout their lifetime.	
<b>7. # Full-time staff:</b> 1 (Joann Ballantine, conf manager)	<b>8. # Part-time staff:</b> 1
<b>9. # of volunteers and how your organization uses them (if applicable):</b> An average of XX volunteers, including university students and staff, work on organizational aspects of the conference and affiliated programs year round. These activities include, but are not limited to: development fundraising, materials production, marketing, contest coordination, and speaker requests. The on-site events add to that number with approximately 30 volunteers over the course of the conference, who help with registration, hospitality and other logistics.	
<b>10. Brief overview of the organization's background/history:</b> Young Spurs is a signature extension of The Mayborn Literary Nonfiction Conference, an annual literary event which brings together 375 journalists, authors and other writers to focus on the craft of narrative nonfiction through three days of workshops and lectures. Established through an endowment from philanthropist and education advocate Sue Mayborn in memory of her husband, newspaper publisher Frank Mayborn, the conference is celebrating its 10th season in July 2014.	
Although the conference is coordinated by the University of North Texas Mayborn School of Journalism and has its roots in education, there were few students who benefitted from its programs. Looking for ways to rectify this, former Dallas Morning News reporter Lee Hancock drew on the inspiration of her 14-year-old daughter's positive conference experience to develop the Young Spurs initiative.	
With the help of Dallas Morning News publisher Jim Moroney, Hancock gathered \$20,000 to establish a national youth writing contest and cover the registration, travel and accommodations for 10 winners and their mentors to attend the Mayborn conference. To add an educational element, conference director and UNT lecturer George Getschow enlisted Shirley Hammond, education director of the George Bush Presidential Library and Museum. She agreed to dovetail the Young Spurs launch with her existing educational efforts, hosting and video streaming biographer James McGrath Morris' talk on the art and craft of biography. Dallas-based nonprofit Big Thought signed on to actively publicize the project to its Dallas education contacts.	
On the strength of these partnerships over the past three years, the instructive kickoff lecture has drawn a capacity crowd of 650	

students to the Bush Library. Thanks to the efforts of Big Thought, an additional X,XXX tune in via satellite feed. More than XXX young writers entered the contest last year. It's time to take it to the next level.

**11. Organizations with whom you collaborate and how:** The Mayborn's Young Spurs program collaborates with The George Bush Presidential Library and Museum in College Station, The Dallas Morning News, and Big Thought (Dallas). Together, they produce a one-day educational event and a writing contest that seeks to develop nonfiction narrative writing skills in high school juniors and seniors and community college students.

The Bush Library hosts the kickoff event at their in College Station, covering the associated costs, providing a 650-seat auditorium and financing the satellite feed of the expert lecture to schools around the state. Big Thought staff publicize the event and help promote the contest via their connections in the educational community. The Dallas Morning News gives an annual grant of \$10,000 towards conference scholarships and travel for the contest winners and their mentors. The paper also publishes the winning entries in their print and online editions.

This program is held in late October, with submissions due in May and contest winners attending the July Mayborn Literary Nonfiction Conference.

**12. Provide unduplicated number served annually:** The Young Spurs program serves 650 students at the Bush Library and an additional X,XXX who tune in via satellite feed from various schools around Texas.

### III. GRANT REQUEST INFORMATION

1. **Date of Request:** May 1, 2014

2. **Date Payment Needed:** September 2014

3. **Title of Grant Request:** Program development of Young Spurs Initiative

4. **Amount of Request:** \$ 20,000

5. **Total Project Budget:** 20,000

6. **Grant purpose - Please confirm these align with funder's guidelines (check all that apply):**

Arts    Animals    Health    Social Services    Youth    Elderly    Environment    Education  
 Other

7. **Type of Funding (check all that apply):**

Seed/Pilot Funding    Project support    Capacity Building    Capital    General Operating Support  
 Other

8. **Geographic area served:** Both the conference and the Young Spurs programs are open nationally, but serve a primarily Texas audience. XXX Young Spurs attendees tune in via video feed from schools in the DFW area.

9. **Demographic breakdown: Population breakdown by socioeconomic status, ethnicity, gender, age:** This program serves high school and community college students between the ages of 14 and 25. It is equally open to students of all ethnicities and socioeconomic status.

10. **Timeframe in which funds will be used? FROM:** October 2014 **TO:** October 2015  
**For multi-year grants, indicate amount by year.**

11. **How do the goals of the proposal relate to the funder's priorities and mission?** This program does NOT specifically increase the economic security of low-income families or target at-risk middle school youth, per the Communities Foundation of Texas strategic priorities. However, it does impact both the "education" and "arts" community needs of the DFW area.

### IV. EXECUTIVE SUMMARY

**Executive Summary – Please condense the content of this application into a one page document (600 words or less) that could be shared, separately from the completed application, with audiences, such as Board members, who may not review requests in their entirety. This summary should mention key elements of the proposal, the**

**overall mission and work of your organization and the impact this grant request will have. This document will, in essence, tell the story of your agency and request in a summarized form.** “Storytelling is an essential 21st century skill,” biographer James McGrath Morris told an audience of several thousand high school and community college students. “There is a misconception that the technological changes of the recent decades have eliminated the need for narrative storytelling, but in reality the opposite is true.”

These remarks kicked off last year’s Young Spurs Excellence and Opportunity Initiative, an annual informational lecture and nonfiction writing contest for kids age 14-25. It’s an offshoot of The Mayborn Literary Nonfiction Conference, produced each year by the Mayborn School of Journalism at the University of North Texas.

The mission of the Young Spurs program is to help students develop critical thinking abilities, research skills, and personal expression through the art and science of narrative storytelling devices, techniques, and personal practice.

Winners get published in the Dallas Morning News and attend the larger Mayborn conference, a literary event which brings together 375 professional journalists, authors and other writers to focus on the craft of narrative nonfiction every July.

The Young Spurs program brings the essence of that conference to students,

It’s significant work. Writing skills don’t just flex creativity. Properly nurtured, they can set the groundwork for future success. The National Survey of Student Engagement shows that “when institutions provided students with extensive, intellectually challenging writing activities, the students engaged in more deep learning activities such as analysis, synthesis, integration of ideas from various sources, and grappled more with course ideas both in and out of the classroom.”

However, public education dollars are stretched to the limit. In most states, including Texas, journalism programs and creative writing have fallen victim to budget cuts. Young Spurs has long-term plans to help fill this niche by connecting young writers with experts in the field, equipping them to tell good stories, and shaping their skills through critical analysis and instruction.

Resources are now needed to expand the Young Spurs program to the next stage—a series of one-day mini-conferences. The first of these, in Fall 2015, would be in the DFW area and specifically for students in Dallas, Tarrant, Denton, Collin, Rockwall Counties.

Young Spurs-DFW will provide a more interactive and personal experience to the 1,000+ local students who now view the program via satellite feed from College Station. It will also allow for workshops in which students can meet area communications professionals, learn about higher education programs in related fields, and speak with experts about their work.

The expansion into the DFW would initially be limited to 250 high school and community college students each year to allow a more individualized focus and keep the scope manageable for the Mayborn’s limited staff.

The request for startup funding is \$20,000, providing a part-time staff person to supplement the current conference team, as well as general workshop costs like marketing materials, speaker fees, local transportation, and onsite food. UNT has access to several facilities at no charge.

Once this mini-conference is established, it can be used as an exemplar to expand the model to other major cities with localized startup grants from either via community or private foundations.

This DFW-area expansion has much potential. Unlike many developmental opportunities, Young Spurs is not limited to students of exceptional scholastic achievement. Nor does it specifically target underperforming or underserved populations. Instead, Young Spurs is looking to attract curious, willing, and open-minded kids with an interest in narrative writing and storytelling. Give them structure to learn or improve their craft. And take a genuine interest in the possibilities hidden within each of them.

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## V. GRANT DETAILS

### 1. Narrative

***Please provide information on 1) the main issues or problems this grant request addresses and details on why and how you address these issues 2) proposal details and 3) evaluation and performance measures. (This is your opportunity to make a persuasive case for support!)***

Narrative nonfiction is where art and science intersect, creating a rare educational opportunity. Students involved in fact-based writing projects learn to build compelling stories around a framework of verifiable data. It’s a skill that can serve them well in a digital world based around the written world—one in which audience attention must be captured quickly, no matter the subject or profession.

Writing skills, properly nurtured, can also set the groundwork for future success. The National Survey of Student Engagement

shows that “when institutions provided students with extensive, intellectually challenging writing activities, the students engaged in more deep learning activities such as analysis, synthesis, integration of ideas from various sources, and grappled more with course ideas both in and out of the classroom.” The academic research goes on to say that “these findings provide further support for the movement to infuse quality writing experiences throughout the curriculum.”

However, public education dollars are stretched to the limit. In most states, including Texas, high school journalism programs have fallen victim to budget cuts. Standardized testing focuses English courses on basic skills like grammar and punctuation. And even in the best educational settings, writing receives far less attention than core courses like history, science and math.

The Young Spurs Excellence and Opportunity Initiative has long-term plans to help fill this important niche. It seeks to nurture young writers by connecting them with experts in the field, equipping them to tell good stories, and shaping their skills through critical analysis and instruction. In its formative years, Young Spurs has met the preliminary goals of creating a nonfiction writing contest and inviting a select number of students to workshops at the Mayborn Literary Nonfiction Conference. Resources are now needed to expand the Young Spurs program to the next stage—a series of one-day mini-conferences targeted at young writers. The first of these, in the Fall semester 2015, would be hosted in the DFW area and specifically appeal to high school and community college students in Dallas, Tarrant, Denton, Collin, Rockwall Counties.

Young Spurs-DFW will provide a more interactive and personal experience to the 1,000+ local students who now view the program via satellite feed from College Station. It will also allow for smaller workshops in which students can meet area communications professionals, learn about higher education programs in related fields, and speak with experts about their work. The request for startup funding is \$20,000. This includes a part-time staff person to supplement the current conference team from February 2015 through the October 2015 conference (\$15/hr x 20 hours a week x 34 weeks=\$10,200); \$1,500 for materials printing and postage; speaker fees (1 keynote x \$500; 10 workshop leaders x \$200 = \$2,250); \$2,300 for transportation, such as bus/van rentals to bring in students from each county; and \$3,750 for on-site meals, snacks and beverages (250 participants x \$15 each).

The Mayborn School of Journalism has access to three area facilities that can be used at no cost for this event: the University of North Texas Student Union in Denton; The Universities Center at Dallas in downtown Dallas (expanded by 2015 for the law school); and UNT Dallas in the southern sector of Dallas. The latter is an especially good option for conferences, with ample parking, large auditoriums, and technology-equipped classrooms.

Evaluation of the program will be based on the response rate to conference registration, quantitative surveys of students and speakers at the conference, qualitative feedback from educators in the DFW area, and a ratio of the conference attendees who choose to enter the Young Spurs writing competition.

This DFW-area expansion has much potential. Unlike many developmental opportunities, Young Spurs is not limited to students of exceptional scholastic achievement. Nor does it specifically target underperforming or underserved populations. Instead, Young Spurs is looking to attract curious, willing, and open-minded kids with an interest in storytelling. Give them structure to learn or improve their craft. And take a genuine interest in the possibilities hidden within each of them.

## **2. Provide unduplicated number to be served annually by proposal (if applicable):**

The Young Spurs mini-conference expansion into the DFW would initially be limited to 250 high school and community college students each year. This will allow a more individualized focus, with no more than a 25/1 ratio of students to workshop leaders. It will also keep the scope manageable for the Mayborn's limited staff.

## **3. Tell a story that illustrates the impact of your proposal or organization on an individual.**

Alec Johnson, a student at Travis Academy of Fine Arts in Fort Worth, was a 2011 winner of the Young Spurs National Biography Writing Contest. Not long after attending the Mayborn Literary Nonfiction Conference, he spoke with Nancy Churnin of the Dallas Morning News about his inspiration and experience with the program. The following is an excerpt from that interview:

“Growing up, Alec found it painful when kids referred to his skin color as burnt. Sensitive about having a white mother and a black father, he didn't know what to say when peers joked about racial differences. Then his aunt gave him Barack Obama's autobiography, *Dreams From My Father*, in which Obama talked about what it was like when people would taunt him about having a white mother and black father.

‘As I learned more about him, I started to see some of the things that I had in common with him,’ he says. ‘He had a really hard life in my opinion. He really struggled, but he goes through struggles and pushes through them and comes out the other side successful. I hope in my life I can push through and be successful.’

Alec says he found it healing to see how his paper about Obama moved his teacher and others to rethink some criticisms of the president and remarks they had made that they thought were funny.

‘Before the paper, no one knew what I was feeling ... I don't usually share stuff like that. Putting that down on paper felt good. I'm really hooked on writing. It's an amazing feeling.’”

You can read Alec's winning essay at <http://www.dallasnews.com/entertainment/books/20120511-mayborn-barack-and-me.ece>

**4. Implementation Timeline (specifically related to this request if applicable)**

**Please include major events, activities and when they will take place. (bullet point and chronological order)**

- September-October 2014: receive grant funding
- January 2015: hire part-time staff support
- February 2015: part-time staff support begins; begin collecting educational contacts in DFW area
- March 2015: meet with community partners, including existing contacts at Big Thought, The Dallas Morning News, Writers League of Texas and the Writers Garret to ask for time, resources and support. Seek additional supporters as needed.
- April 2015: secure conference location; write and design marketing materials; contact (90) area high schools and (9) community colleges.
- May/June 2015: secure area speakers and workshop leaders
- July 2015: publicize mini-conference at the Mayborn Literary Nonfiction Conference; use Mayborn conference as a source to fill speaker/workshop slots if needed
- August 2015: send reminders to area high school and community college contacts; open registration to students
- September/October 2015: major marketing push for registrations
- Late October 2015: host Young Spurs mini-conference in Dallas
- November 2015: evaluate conference and report back to donors and sponsors; send thank you notes to all.

**5. Describe plans to support the proposal after the term of this grant.**

First-year planning and delivery will be time intensive, but once processes are in place, will become less so in subsequent years. This will allow the cost of supplemental staff to be significantly reduced or eliminated. Marketing costs may also be reduced, with email follow-ups and reminders replacing the first-year need for detailed mailers. However, it is anticipated that either additional foundation grants or corporate support will be needed for ongoing expenses such as transportation and food. Once this mini-conference is established, it can be used as an exemplar to expand the model to other major cities with localized startup grants from either via community or private foundations.

**6. Provide an updated list of all other entities asked and planning to ask for support on the proposal with amounts and responses to date. When do you expect to hear from pending requests?**

There are currently no outstanding grants for the Mayborn Literary Nonfiction Conference or the Young Spurs Initiative.

**7. Goals, Baseline and Target Numbers**

**Goals should relate to the specific grant request, not organizational goals. More than three goals may be provided. See Glossary of Terms for definitions and examples.**

GOALS	Baseline #	Target #
1. Serve DFW-area young writers with a geographically accessible nonfiction narrative writing conference tailored to their specific needs	0	250
2. Raise the participation level of DFW-area students in the Young Spurs national writing contest from xx% to twice that by the 2015 contest.	(?? Number of DFW area students who enter)	(xx% more Number of DFW area students who enter)
3. Add at least one new community partner to the Young Spurs Initiative in 2014-15	3	4

## ATTACHMENTS

Electronic materials preferred. Funder may not require all of these documents.

- Names and Titles of Key Staff
- Board list and affiliations
- Project Budget (if applicable)
- Organizational Budget for current fiscal year including revenue by source E.g. Foundations, individuals, government
- Organizational Budget for next year including revenue by source E.g. Foundations, individuals, government (if available)
- Most recent 990 Form
- Most recent signed audited financial statement (if available) for last two years
- Current financial statements
- A copy of your 501 C 3 IRS determination letter

**THANK YOU FOR YOUR TIME AND EFFORT IN COMPLETING THESE FORMS!**

- Please check with individual funders for any additional requirements