

# Application for 2012 Texas Book Festival Literacy Initiative Grant



## General Instructions for 2012 Grants

The Texas Book Festival accepts applications from Texas public libraries. Incomplete applications will not be considered. Libraries which failed to submit timely final reports for past grants will be penalized on the current application. All grant applications are reviewed by a committee selected by the Texas Library Association and the Texas Book Festival.

## When to Apply:

The Texas Book Festival has one funding period per year for Library Grants. For the 2011-2012 cycle, applications will be accepted with postmarks no earlier than November 15, 2011 and no later than January 20, 2012.

## Where to Apply:

Please mail three **(3)** copies of each application to:

Texas Book Festival Awards  
Texas Library Association  
3355 Bee Caves Road, Suite 401  
Austin, Texas 78746-6763

Faxed or emailed applications will not be accepted. If you have questions or concerns, please contact Heidi Smith at (512) 477-4055 or [heidismith@texasbookfestival.org](mailto:heidismith@texasbookfestival.org)

# Application for 2012 Texas Book Festival Literacy Initiative Grant

## **Funding will not be considered for:**

Videos (VHS or DVD)	Equipment for Staff Use
Music CDs	Giveaway Books
CD ROMs	Marketing Programs
Subscriptions	Specific “Computers for Tots”
Furniture	Gaming Technology
Carpeting	Playaways
Office Supplies	Televisions or DVD Players
Hardware for Staff Use	

## **What we do fund:**

**Please review your specific grant application for more detail.**

### **1) Collections Enhancement Grants**

Upgrade or increase book collections, E-Books, Books on CD, and special collections in support of community needs.

### **2) Literacy Initiative Grants**

Provide sustainable programs (not one-day events) to increase literacy in the community. These programs can be targeted at a specific community (Spanish speakers, young parents, etc) and can include funding for the materials required to support the literacy initiative.

### **3) Technology Grants**

Assist in the purchase of distance education equipment, upgrade internet connections at your branch, purchase new or upgraded hardware and software for your patrons' use, hire IT consultants to assist in upgrading your hardware, software, internet connection and security, provide training for patrons on specific software, purchase or upgrade library check out systems (kiosks, self check out, etc).

## **Final Report Submission**

If an award is granted, it is agreed that the grantee will complete the Texas Book Festival Final Report and submit it no later than December 31, 2012 by mail to:

Texas Book Festival  
610 Brazos, Suite 200  
Austin, Texas 78701

# Application for 2012 Texas Book Festival Literacy Initiative Grant

## Grant Writing Tips

1. Fill out the application completely.
2. Complete the application on a computer or typewriter – do not do it by hand.
3. Be specific and direct.
4. Be realistic in your request.
5. Make sure you demonstrate need, and how you will fulfill this need with the grant funds.
6. Check your spelling and grammar.
7. Don't assume that the evaluator is a librarian – refrain from using library terminology.
8. Provide a concise budget, and attach quotes from vendors to show what your actual costs will be. Consider using the *School Library Journal* for average prices if you cannot obtain actual vendor quotes.
9. Provide a timeline of your project, including when you will order items, receive them, implement them, and promote them to your desired community.
10. Consider providing community statistics to show your need and how the project will address that need.
11. When demonstrating your publicity plan, make sure you are getting outside of your library to reach your audience, promoting the project as well as the Texas Book Festival's award.

**Sample Grant Applications are available on the Texas Book Festival's web site at:** [http://www.texasbookfestival.org/Library\\_Grants.php](http://www.texasbookfestival.org/Library_Grants.php)

# Application for 2012 Texas Book Festival Literacy Initiative Grant



## 2012 Literacy Initiative Grant Guidelines

Literacy: –noun

1. The quality or state of being literate, esp. the ability to read and write.
2. Possession of education: to question someone's literacy.
3. A person's knowledge of a particular subject or field: to acquire computer literacy.

Literacy initiatives can be the critical services and programs that support the public library role for community reading and learning. Literacy Initiatives can include family or intergenerational programming, early or emergent literacy programming, school-age and/or young adult programs such as book clubs, book discussion groups, tutoring services, adult learning services, new adult reader services, programs for non English speaking patrons, and partnerships with non-profits who serve patrons or potential patrons who have literacy needs. These programs enhance use of the library and support efforts to become better readers or to appreciate reading as an activity. They do not necessarily have to teach people to read or have formal elements that improve reading skills. For the purposes of this grant, the initiatives focus more on programs and services rather than materials added to the collection.

There are as many examples of literacy programs and services as there are patrons with needs. Applicants may wish to review the following samples of programs and services. Even though web sites may direct interested applicants to large public libraries as well as small public libraries, all sizes of libraries should be able to get some great ideas!

- The **Literacy Coalition of Central Texas** at <http://www.willread.org>.
- The **Literacy Directory** at <http://www.literacydirectory.org>
- Or a searchable directory of members of the **Texas Center for the Advancement of Literacy and Learning** at <http://www-tcall.tamu.edu/provider/search.htm>
- **Berkeley Reads Adult Literacy Program**  
<http://berkeleypubliclibrary.org/system/literacy.html>
- **Every Child Ready to Read** <http://www.ala.org>

# Application for 2012 Texas Book Festival Literacy Initiative Grant



**\*\*Please note that incomplete applications will be penalized.\*\***

Has this library <b>received</b> a TBF Grant in the past?					
No ___ Yes ___					
2006	2007	2008	2009	2011	
_____	_____	_____	_____	_____	_____

**Name of library** \_\_\_\_\_

*If branch, provide headquarters library* \_\_\_\_\_

**If awarded this grant, check should read:** \_\_\_\_\_

**Mailing address** \_\_\_\_\_

**City** \_\_\_\_\_ **Zip** \_\_\_\_\_ **County** \_\_\_\_\_

**System** \_\_\_\_\_ **Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Contact Person** \_\_\_\_\_ **Title** \_\_\_\_\_

**E-mail address** \_\_\_\_\_ **Phone:** \_\_\_\_\_

*Hours available for questions and notification* \_\_\_\_\_

**Library Director:** \_\_\_\_\_

**Phone** \_\_\_\_\_ **E-mail** \_\_\_\_\_

**Information about library**

*Number of full-time library staff* \_\_\_\_\_

*Number of part-time library staff* \_\_\_\_\_

*Current total branch budget* \_\_\_\_\_

*Current library branch materials budget* \_\_\_\_\_

**Amount requested:** \$ \_\_\_\_\_ (*not to exceed \$5,000*)

# Application for 2012 Texas Book Festival Literacy Initiative Grant

If an award is received, it is agreed that this library will submit a progress report including an accounting of funds by December 31, 2012. Send reports to: Texas Book Festival, 610 Brazos, Suite 200, Austin, TX 78701.

\_\_\_\_\_  
**Signature of Head Librarian**

\_\_\_\_\_  
**Date**

*Branch library applications must have signature of library director.*

Type your responses to the following questions in the spaces provided. Every section of this application must be completed for the application to be reviewed. No attachments will be considered in this portion of the application.

## 1. INITIATIVE DESCRIPTION

**A.** Describe the **literacy need(s) you have identified in your community** and state how the Book Festival award will be used to assist your library to meet the needs identified. Please include information on community partnerships involved in this literacy initiative.

**B.** Describe specifically **who in your community will benefit** from this award.

# Application for 2012 Texas Book Festival Literacy Initiative Grant

1. B. (Continued)

## 2. PUBLICITY / PROMOTION

Describe **what you will do to actively promote** the Literacy Initiative to match the targeted population with new services and programs. How will you ensure that members of the targeted population know about this program?

## Application for 2012 Texas Book Festival Literacy Initiative Grant

### 3. PROPOSED BUDGET (not to exceed \$5,000)

A. Give an estimated budget for funds needed. Please note that book and materials money must be less than 10% of the total funds requested for this grant. For increasing or upgrading collections, applicants must use the Collections Enhancement Grant Application.

Area of Expenditure	Description	Quantity	\$
Staffing			
Materials			
Community Outreach			
Other			
		TOTAL	

3. B. Please attach quotes from vendors to support your above estimates. Please list all attachments below:

# Application for 2012 Texas Book Festival Literacy Initiative Grant

## 4. Time Line

Please provide a brief time line that would ensure expending the above funds within a calendar year of receipt.

Three (3) copies of this application should be postmarked no later than January 20, 2012. Applications received with postmarks prior to November 15, 2011 will be returned.

**No faxed or e-mail applications will be accepted.**

### **Mail to:**

Texas Book Festival Grants  
Texas Library Association  
3355 Bee Cave Road, Suite 401  
Austin, Texas 78746-6763