

The American Dream Starts @your library

ALL APPLICATIONS MUST BE SUBMITTED ONLINE AT
<http://www.americandreamtoolkit.org>

Requirements and Guidelines

Purpose of the grant:

To help public libraries and public libraries with bookmobiles in Dollar General communities add or expand literacy services for adult English language learners. Each funded library will receive a onetime grant of \$5,000.00.

Eligibility

- Must be a public library with a demonstrated need and the capacity to provide literacy services for adult English language learners.
- Must be located within 20 miles of a Dollar General Store, distribution center, or corporate office (please visit the [Dollar General's Store Locator online](#)).

Guidelines for completing and submitting the Application

- The completed online application, **must be submitted online by 11:59 pm (eastern), Sunday, February 28, 2010**
- All applications must be submitted online
- Click here to preview and print PDF copy of the online application and budget.
- Applications can be saved, accessed, and edited prior to submitting the final copy.
- Saved applications can be accessed by clicking here and entering your application number.
- Please save a copy of the completed application for your files.

Grant Requirements

If funded, grantees must:

- Participate in a 60 minute media training session with ALA's Public Information Office (PIO) via conference call.
- Promote the American Dream Starts @ your library using the @ your library trademark, the ALA logo, and the Dollar General logo.

- Inform local and statewide library networks, including your state library association, of the ALA/Dollar General grant and your project.
- Contact/inform your local Dollar General store regarding the ALA grant and your project.
- Contribute print and online resources, including library profiles, to the American Dream toolkit and website.
- Spend or allocate grant funds within 180 days of receipt.
- Submit quarterly reports to ALA's project manager.
- Submit a comprehensive final report to ALA documenting your library's accomplishments, the impact of the project, and your use of funds.

Checklist of Materials submitted online

- Completed cover page with full contact information for the library director and project coordinator.
- 600 word narrative describing the proposed project.
- Completed budget form including a dollar amount for inkind contributions, if possible.

Need Assistance?

Grant-related questions: Dale Lipschultz, OLOS Literacy Officer,
dale@americandreamtoolkit.org or 708-308-2977

Technical support: Tim Ponder at tponder@zhost.net or 865-310-6556

General support: John Amundsen, OLOS Communications Specialist, jamundsen@ala.org
or 312-280-2140

For Planning Only
All applications must be submitted online.

The American Dream Starts @your library

Library Application Cover Page

Please note: All fields are required.

Library System	
Street Address	
City	
State	Zip
Main Phone	
Director	
Phone	
Email	
Website(optional)	

This section must be completed to qualify for funding

The

Library agrees to complete the requirements of the ALA/Dollar General American Dream Starts @ your library grant within the allotted time period.

Library Director	
Name	
Library	
Street Address	
City	
State	Zip
Email	
Phone	

Project Coordinator

Name	
Library	
Street Address	
City	
State	Zip
Email	
Phone	

or

For Planning Only
All applications must be submitted online.

The American Dream Starts @your library

Library Information and Request for Funding

I. Library Information- All information is required.

1. Library Information/Demographics		
Total Population Served		
	Percentage of population that speaks a language other than English at home: U.S. Census Bureau American FactFinder	%
Library Staff		
	Number of full time employees	
	Number of part time employees	
	Number of volunteers	
	Number of staff and volunteers currently providing literacy services for adult English language learners.	
2. Type of Library		
	Please Select	If Other, please specify:

Project Name - Required

Your Project Name, including the @ your library logo

Please submit a brief narrative (600 words or less) describing your community, your library, and your proposed literacy program. Please respond to ALL the following questions in your narrative.

1. Project Need: How do you know there's a need for adult literacy services for English language learners at your library and in your community?
2. Project Description
 - a. Briefly describe your proposed project for adult English language learners.
 - i. Are these new services?
 - ii. Are you expanding existing services?
 - b. Who will you be serving?

i. Is this/are these new populations?

c. . Will your project include bookmobile-based literacy services for adult English language learners?

If so, please describe your current bookmobile literacy services and describe the new service components.

d. Will you be working with community partners?

If so, please identify your partners and their contributions to the project.

Have these partners agreed to participate in this initiative, if funded?

e. How will you staff this initiative?

Please include information about library staff, contract staff, and partner support.

f. How will volunteers' contribute to this initiative?

g. How will these literacy services for adult English language learners benefit the library and the community?

h. How will the library support this initiative?

. a. In kind support, including

Staffing

Meeting space

Printing and distribution

PR and media outreach

Collection development

IT support

Other

b. Matching funds

c. Other

5. How will you publicize and promote this project in the library, in the community, and in the media?

6. How will you demonstrate the impact of your project and tell your library's unique story?

7. How will your library sustain these new literacy programs and services when the grant ends?

Project Narrative - **Required**

For Planning Only
All applications must be submitted online.

Word Count-

or

For Planning Only
All applications must be submitted online.

The American Dream Starts @your library

Project Budget

All fields in the Grant Funds column are required				
BUDGET CATAGORIES	GRANT FUNDS*	INKIND FUNDS	OTHER FUNDING SOURCES	TOTAL COSTS
Personnel (Library staff, contractors, teachers and tutors)	\$	\$	\$	\$
Collection Development (Print, digital, software and online services)	\$	\$	\$	\$
Outreach and Collaboration (Materials, resources, and supplies for off site services and programs)	\$	\$	\$	\$
Printing, design and distribution (Flyers, Brochures, Web design, Other)	\$	\$	\$	\$
Media, Marketing and Production (Audio and video spots, Videos for Training and PR, Website development, Other)	\$	\$	\$	\$
Technology	\$	\$	\$	\$
Travel (State and Regional Library Literacy Conferences, Partner Meetings, Other	\$	\$	\$	\$
Other	\$	\$	\$	\$
TOTALS	\$	\$	\$	\$

* Total grant funds must not exceed \$5,000.

* Funds to be awarded on a one time basis.

* Whenever possible calculate a dollar amount for inkind contributions.

* Grant funds may NOT be used for bookmobile maintenance .

or

For Planning Only
All applications must be submitted online.