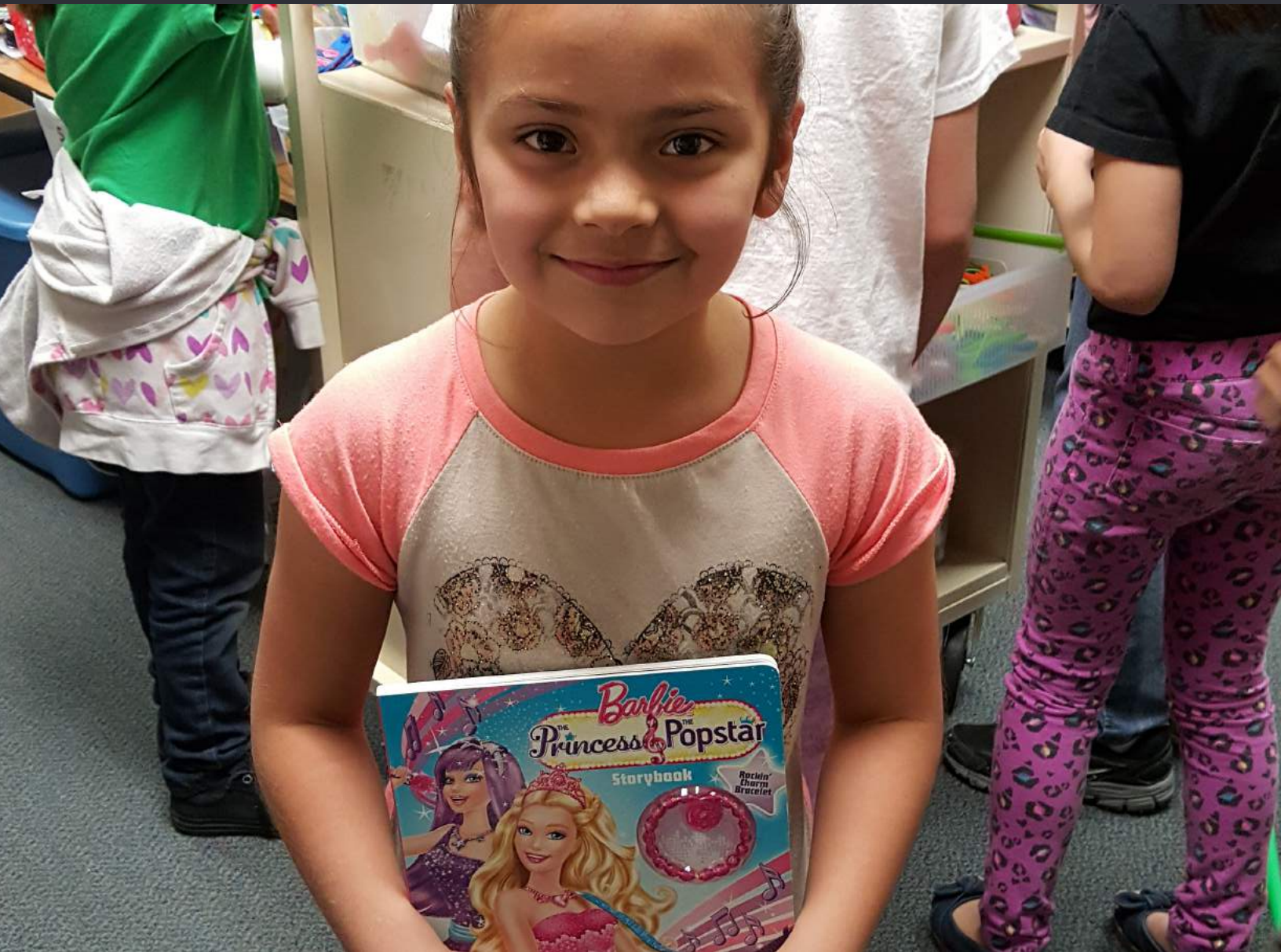




Elks
National
Foundation, Inc.

COMMUNITY INVESTMENTS PROGRAM



2019-20
SPOTLIGHT GRANT TOOLKIT

SPOTLIGHT GRANTS: SHINING A LIGHT ON NATIONAL ISSUES

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For more information, visit elks.org/cip

Spotlight Grant

The CIP is debuting its newest grant offering, the Spotlight Grant! Starting in 2019-20, every Lodge will have the opportunity to use this \$2,000 grant to shine a light on two important issues facing nearly every American community—family literacy and homelessness among our nation’s veterans.

Every Lodge is eligible for this \$2,000 grant. The Lodge does not need to meet the GER’s per-member-giving goal to receive this grant.

Requirements

1 Focus Area

Spotlight Grants must be used for projects focusing on family literacy or veteran homelessness. Projects must include a significant family literacy activity or directly address the needs of veterans experiencing or at-risk of homelessness.

2 Lodge-led

Hands-on Lodge involvement is required. The Lodge should oversee project details and grant funds. Spotlight Grants cannot be a donation of supplies/funds and cannot be split between multiple projects.

3 Project Plan

Select one of seven projects that the Lodge can adapt to meet the specific needs of the community. The Lodge will select one project, demonstrate the need and implement the project in its community. The project plan must be followed as outlined.

While Elks serve communities in numerous ways, the Spotlight Grant is an opportunity to focus on two key areas—family literacy and veterans homelessness. We want you to serve your communities in ways that will raise the Lodge’s profile, energize membership, encourage former members to return to the fold, and gain the notice of people who want to be part of an organization doing big things. For that reason, Spotlight Grants must follow active, Lodge-led project plans to qualify for funding.

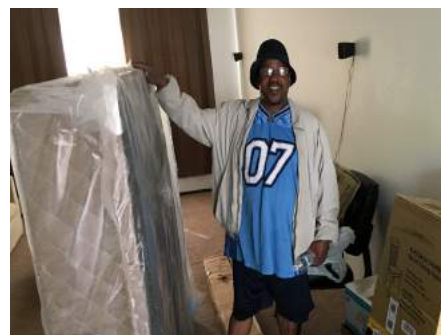
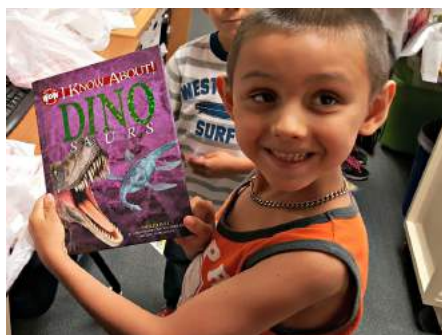
Use the toolkit to learn about the seven projects that qualify for Spotlight Grant funding. We encourage Lodges to consider combining multiple CIP grants to increase its impact. **Remember: Lodges may only select one of the seven projects listed to adapt to its community needs.**

Literacy

As teachers across the U.S. will tell you, especially those in low-income areas, students are coming to their classrooms each year reading well below grade level. In America, 65 percent of fourth graders do not read at a proficient level. An estimated 61 percent of low-income families have no age-appropriate books in their homes. Mobilize members to fight these statistics and improve student educational outcomes.

Veterans Homelessness

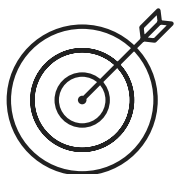
According to the U.S. Department of Housing and Urban Development, on any given night, nearly 50,000 veterans are homeless. Each with a different story, they all shared a common pledge: to support and defend this country. Their service is done. Now, it’s the Elks’ turn to serve. In partnership with the Department of Veterans Affairs, the Elks has pledged to help end veteran homelessness and ensure that every veteran has the safe, stable home they deserve. Use a Spotlight Grant to help accomplish this goal!



SPOTLIGHT GRANT GUIDELINES

The CIP goal is to have 1,000 Lodges apply for a Spotlight Grant. Help us reach our goal by applying for a grant!

FOCUS AREA



Spotlight Grants must be used for projects focusing on family literacy or veteran homelessness. Projects must include a significant family literacy activity or directly address the needs of veterans experiencing or at-risk of homelessness.

LODGE-LED



Hands-on Lodge involvement is required. The Lodge should oversee project details and grant funds. Spotlight Grants cannot be a donation of supplies/funds and cannot be split between multiple projects.

PROJECT PLAN



Select one of seven projects that the Lodge can adapt to meet the specific needs of the community. The Lodge will select one project, demonstrate the need and implement the project in its community. The project plan must be followed as outlined.

APPLICATION DATES



Applications for 2019-20 Spotlight Grants open April 1, 2019. Applications must be submitted before the project takes place. Applications close December 31, 2019. Funds must be spent by March 31, 2020.





Project Plans

Below is a brief summary of each grant project. Select **one** of seven projects listed below, demonstrate the need and implement the project in your community. The project plan must be followed as outlined. Full project plans can be found beginning on page 8.



Warm Welcome to the Library

01

Partner with the local library to provide coats to children in need and introduce families to all that their neighborhood library branch has to offer. This project is done in partnership with Operation Warm.

Suds & Stories

02

Make the local laundromat a center for childhood literacy and development. While guests do their laundry, Elks entertain children with literacy activities.



Imagination Library

03

Imagination Library fosters a love of reading among preschool children by providing a free book every month from birth to five years of age. As a program sponsor, Lodges will promote the program, register children with the Imagination Library and fund books and mailing.



Community Baby Shower

04

In many low-income areas where diaper need is high, so is the need for books. Host a community baby shower to provide baby supplies, board books and early literacy workshops to parents in need.

Welcome Home

05

Most veterans transitioning from homelessness move into their new homes with nothing. Elks can help veterans establish their homes by building Welcome Home Kits, which give veterans all the items they need to succeed.



Stand Down

06

A Stand Down provides a central location to distribute supplies and services to veterans experiencing homelessness. Provide services to our nation's veterans experiencing homelessness.

Adopt-A-Haven

07

Identify an emergency shelter or transitional housing facility specifically for veterans in the community. Examples of support include completing small maintenance, providing dinner for at least one week, or holding regular social events.



WARM WELCOME TO THE LIBRARY

This unique service project not only provides children with cold weather necessities, but introduces kids and their families to all that their neighborhood library branch has to offer. At each library event, 150 children receive an Operation Warm coat and up to two new books. This project is done in partnership with [Operation Warm](#).



PROJECT OVERVIEW

This program connects families with their local library and provides libraries with the opportunity to showcase their services and programs. By giving each child a brand new coat when they attend the event, A Warm Welcome to the Library program fulfills an urgent basic need, while simultaneously encouraging literacy and learning at local libraries.



STEP 1

Find a Library

Before applying for this project, contact your public library to review the program objectives and get their buy-in. Once the Lodge's public library agrees to participate, visit Operation Warm's [Community Partner Registration Page](#) to make an account and review a step-by-step guide for hosting a successful event.

Please note: This program costs approximately \$4,000 to complete. Consider combining a Beacon, Gratitude or Promise Grant to complete this project.



STEP 2

Identify Children in Need

Work with local connections to identify families and invite up to 150 disadvantaged children to attend the event. Examples of organizations to reach out to include schools, the



STEP 3

Help Children Get Properly Fitted

Coordinate staff and volunteers to help the event run smoothly. Examples of volunteer roles include helping children get properly fitted for a coat, registering children for library cards, or leading various activity stations. The roles are entirely dependent of the needs of the Lodge and its event.



STEP 4

Make it Your Own

Invite a balloon artist or puppeteer, or create a make-believe dress up area with a mirror and props. Activities will contribute to making your coat giving event a memorable experience.

YMCA, Boys and Girls Club, Head Start, and Big Brothers Big Sisters.

SUDS & STORIES

The research is clear: Parents of very young children who talk to, read and engage with them as often as possible help build literacy skills at an early age – an educational foundation that can give kids a jump-start on future academic success. Also certain: Parents of very young children usually have to do a lot of laundry. Low-income families tend to bring their kids with them to public laundromats.



PROJECT OVERVIEW

Using a Spotlight Grant, Lodges can transform the local laundromat into a center for early childhood development and children's education. While guests do their laundry, children are safely engaged and entertained with supervised activities including music, reading, coloring, face painting and more.



STEP 1

Identify a Local Laundromat

Before planning an event, locate a local laundromat that is willing to partner with the Lodge. The business owner may want to contact the [LaundryCares Foundation](#) which frequently seeks out laundromats to host [free laundry day events](#) and provide literacy resources to underserved communities. To ensure attendance, Lodges should consider laundromats within walking distance for families with transportation restrictions and close to motels, low income housing, shelters or city transit stops. Additionally, ideal laundromats should have a sufficient number of working machines to handle the number of families that might attend.



STEP 2

Identify Families in Need

Examples of groups to target include schools with high percentages of low-income families, the YMCA, Boys and



STEP 3

Determine Laundry Logistics

After securing a laundromat, determine the number of washers and dryers on site and the the average cost per load. You want to make sure you have all the funds you need to make this successful. The Lodge would also need to decide how long to hold an event (e.g. 2 hours), if it will limit the number of loads per family, and what supplies it will offer.



STEP 4

Make it Your Own

In order to qualify, the event must include a literacy component geared towards children. Some ideas include hosting a story time, providing free books to all children who attend, and other literacy-building activities.

Photo credit: Photo by Kristin H. for the LaundryCares Foundation

COMMUNITY BABY SHOWER

Access to books is an important factor in children's literacy, yet in many of the same low-income areas where diaper need is high, so is the need for books. One study shows that in low-income communities, there is an average of one book per 300 children. This is in stark contrast to middle-income communities, where, on average, there are thirteen books in a single home.



PROJECT OVERVIEW

Without basic items like diapers and wipes, infants are at risk for health issues and are not able to enroll in child care centers, impacting their parents' ability to work or attend school. Help parents raise a generation of healthy, active readers by coupling a community baby shower with an early learning initiative.



STEP 1

Determine the Need

Before applying for this project, determine a population in need. Examples of groups to target include local hospitals, women's shelters, or other organizations that provide services to newborns and parents in need.



STEP 2

Make It A Success

Inform co-workers, friends, family members, and neighbors about the event and encourage them to donate. The most needed items are: diapers (all sizes), wipes, formula, blankets, onesies, bottles and of course, children's board books.



STEP 3

Partner With Your Community

Consider partnering with local agencies, vendors or community groups that can provide workshops on topics such as growth and development, healthy foods and nutrition, pre-term labor, safety and play.



STEP 4

Make It Your Own

Remember the Lodge's project must incorporate literacy. Consider partnering with local libraries, schools, or universities that can provide information and resources for parents to help develop literacy skills in young children. If this is a family-friendly baby shower, include literacy activities for children in attendance.

IMAGINATION LIBRARY

Launched by country music star Dolly Parton and The Dollywood Foundation, the Imagination Library fosters a love of reading among preschool children by providing them with a free hardcover book every month from birth to the age of five. Lodges are encouraged to support the Imagination Library by becoming a [Program Partner](#).



PROJECT OVERVIEW

The Lodge will promote the program, register children with the Imagination Library, and fund the books and mailing. Once a child is registered, the Dollywood Foundation takes over sending the child a new book each month. For this project to qualify, Lodges must host a kick-off event to enroll children in the program.



STEP 1 Get Started

Before applying, visit the Imagination Library's [site locator](#) to determine if there is an existing program in your area. If a program exists, the Lodge must partner with them to host an enrollment event. If an area does not have a program, the Lodge must [register](#) to start one. The Imagination Library will assign a Regional Director to help you along the way. Immediately upon completing this [form](#), you will receive both your Regional Director's contact information and a "Quick Start Guide" designed to assist you during the initial stages of launching a new program.



STEP 2 Define Your Area

Dolly Parton's Imagination Library is a free gift that can be given to children



STEP 3 Identify a Nonprofit Partner

According to program requirements, your Lodge must have a **local** 501(c)(3) agency on board as a key collaborator. Due to postal regulations, the return address on all books must be that of a local 501(c)(3). This same address must also be listed as the contact on your registration brochure. Lodges **may not** use the ENF as its local agency.



STEP 4 Host a Kick Off Event

With your nonprofit partner, plan a fun-filled kick-off event for your program. The event should have a registration area where participants can enroll their children and ask questions.

residing in a predetermined postcode, school district, town, county, or even an entire state. Per program guidelines, children should not be excluded based on any other factors other than age and residence.

WELCOME HOME

When veterans transition into permanent housing, they often don't have the basic items needed to set up a household. Welcome Home Kits are a great way to provide cleaning supplies, bedding, small appliances, and kitchen items that will help veterans be prepared and feel comfortable in their new homes. The ENVSC has a [great guide](#) to this program.



PROJECT OVERVIEW

Elks can help veterans establish their homes by building Welcome Home Kits. Generally, this kit would include some small furniture, kitchenware, and cleaning supplies. Items can be new or used, donated or purchased.



STEP 1

Determine the Need

Look for local veteran housing programs that will refer your Lodge to veterans in need of new home supplies. Find out if you will be able to deliver supplies directly to the veterans, or if you'll need to distribute kits through your partner organization. Every V.A. Medical Center has at least one person on staff who focuses on veterans experiencing homelessness, and larger V.A.s have HUD-VASH which caters specifically to these veterans. Many cities also have CRRCs, which are resource centers for veterans in need of housing assistance. Don't forget about independent nonprofit organizations that serve veterans like Volunteers of America or Salvation Army.

or find volunteer Elks to transport large items. If the need in your area exceeds \$2,000, consider making additional kits

and submitting the receipts to be reimbursed through the [ENVSC Welcome Home Kit Program](#).



STEP 3

Make It Your Own

When it's time to deliver the kits, throw a housewarming party for the veterans. If the kit recipients are anonymous, Lodge members could create hand written letters of appreciation to include with the donated items. Establish an [Adopt-A-Veteran program](#) with your Lodge to offer continuing support for veterans in their new homes. When building kits, keep the recipients in mind. Each veteran may have special requests (a radio, a coffee maker, sheets for the child's bed, etc.). View [Hopkins, Minn. Lodge No. 2221's Welcome Home video](#) for ideas.



STEP 2

Make It A Success

Secure a place to store household items you're collecting for donation. Consider if you'll need to rent a truck

STAND DOWN

The original Stand Down for homeless veterans was modeled after the Stand Down concept used during the Vietnam War. This was meant to provide a safe retreat for units returning from combat operations to take care of personal hygiene, get clean uniforms, enjoy warm meals, receive medical and dental care, mail and receive letters, and enjoy the camaraderie of friends in a safe environment. Stand Downs provided soldiers the opportunity to renew their spirit, health and overall sense of well-being.



PROJECT OVERVIEW

Stand Downs are 1-3 day events coordinated by local VA Medical Centers and other service providers to offer various services and resources such as clothing, health screenings, dental care, and benefits counseling for veterans experiencing homelessness.



STEP 1 Get Started

If there's already a Stand Down event in your community, this is your Lodge's opportunity to get involved in a big way. Contact the Stand Down point of contact to get started. If your community does not hold a Stand Down, create one!

To qualify for funding, Elks must be actively involved in volunteering at the Stand Down, and funds should be used to provide vital supplies or services for the veterans. For example, Elks can actively support dental services by volunteering to set up the area, scheduling appointments, or providing kits with dental hygiene supplies to veterans as they complete their visit.



STEP 2 Research the Need

Do your research! Talk to other volunteers about what they've learned from participating in past Stand Downs. Keep in mind that some items, like dress shirts or extra-large clothing, are often donated less frequently.



STEP 3 Make it Your Own

Distribute supplies in a reusable backpack or tote bag with your Lodge's name on it. To offer continued support, include invitations to meals or other events that your Lodge will provide for veterans in need.

ADOPT-A-HAVEN

This project is for Lodges that can identify an emergency shelter or transitional housing facility specifically for veterans in their community. It can be difficult to change habits and transition from a life on the street but Elks can help provide positive social and material support!



PROJECT OVERVIEW

The grant must be used to provide support such as Elks-led landscaping/painting/maintenance projects, providing dinner service for at least one week, running a workshop to teach a skill at the facility or, holding regular social events for veterans, like game or movie nights.



STEP 1 Get Started

Contact the facility's Activities Director or Social Services representative to assess real needs. Working with the staff will help ensure that your activity has the greatest, most lasting impact.



STEP 2 Recruit Volunteers

Let the Activities Director know that the Lodge is coming at least two weeks in advance. Since visitors may be rare, the activities director will probably add your visit to the calendar of events so that residents can look forward to it.



STEP 3 Guide for Visits

Be a friend. Ask questions. Listen to their thoughts and concerns. Visit regularly. Send cards. Check in with phone calls. Invite veterans to be guests at Lodge meals and events. Remember birthdays, special events and especially holidays. Elks can coordinate a wide array of activities including hosting arts and crafts, planning a barbecue with musical performances or even delivering much needed toiletries to residents.



STEP 4 Things to Consider

Cards, small gifts and donations of necessary supplies are common. Please clear all gifts with the facility beforehand. Additionally, many stores may offer a discount for a charitable project if you ask.

A photograph of three elderly men sitting on a brown leather couch. The man on the left is wearing a blue long-sleeved shirt and a light-colored jacket. The man in the middle is wearing a red baseball cap, glasses, and a colorful striped sweater. The man on the right is wearing a dark jacket. They are all smiling at the camera. In the foreground, there is a large, light-colored ottoman.

SAMPLE APPLICATIONS

IMAGINATION LIBRARY



Xenia, Ohio, Lodge No. 668
Imagination Library

QUESTION 01

How will the Lodge execute the project you chose in the community? What will the Lodge be doing? When will the event(s) take place? Who will the Lodge work with to run the event(s).

The Lodge will partner with the Greene County Library to sponsor the Imagination Library. The premise of the project is simple: kids who read, succeed. Developmental studies show that children who are ready to learn to read in kindergarten have already developed critical pre-literacy skills between the ages of 0 and 3, a time when 90% of their core brain development is taking place. Other studies and the nearly 20 year history of success of the Dolly Parton Imagination Library show that children who own their own collection of books develop critical pre-literacy skills far more successfully than children who do not have books in the home.

The DPIL provides one book a month - 12 high quality, age appropriate books per year. The cost to the Greene County Public Library Foundation is \$25.00 per child per year. We will register 80 children with the \$2000 grant that will provide 80 children's books for the first year. After that, the Library Foundation will fund the following years until the child is 5 through fundraisers and donations. This would allow us to sign up 80 more children in coming years.

QUESTION 02

Tell us about your community and how this project will address an important community need. Include community statistics and details regarding community partner organizations.

Decades of research has proven that having books in the home helps children acquire reading skills. According to the Annie E. Casey Foundation, "learning to read in the early grades supports future academic success. Statistical studies conducted in Tennessee show that

Imagination Library participants outperform non-participants on kindergarten literacy assessments and their reading skills continue to surpass those of non-participants even in second and third grades.”

Independent research has found that closing the “language gap” early is vital for reading success in school. A child’s brain grows to 80% of its adult size by age three, creating a critical window of opportunity for learning words and language. Additional research has shown that parents of children receiving Imagination Library books say they read together more often and this activity, coupled with close adult-child interaction using Imagination Library activities, improves the child’s speaking skills and vocabulary.

Education of our youth is an important community need everywhere. We will focus our search in Xenia, but will also reach out to Bowersville, Jamestown, Cedarville, Spring Valley, Beavercreek and Bellbrook, other Greene County cities.

QUESTION

03

How will Elks be meaningfully involved in this project?

Our Elks members will be directly involved by reaching out to pediatrician’s offices, pre-schools, hospital birthing centers and community organizations. We will deliver and register 80 children to participate in the program. Additionally, we will hold a carnival-style enrollment event at the Green County Library.

Members of the Lodge will also manage a booth at the Library called “First Fridays” to highlight the Elks and our charitable activities if we still need to register children. First Fridays begin in May 2018.

QUESTION

04

Given the goal of this project, how will the Lodge know it was successful?

We will measure the success of the program by the number of children enrolled in the program and the number of new partnerships created with community stakeholders such as Head Start, pediatricians, school districts, and youth-focused community organizations.

BUDGET

05

Grant funds should focus on project essentials and serving people in need. Only 10 percent of the grant budget can be allocated to administration, promotion or publicity.

| Item | Estimated Cost |
|---------------------------|----------------|
| \$25 per registered child | \$2000 |
| TOTAL | \$2,000 |

BUDGET NARRATIVE

The Lodge will register approximately 80 children for the Imagination Library Program. On average, the annual cost to enroll a child is \$25 per year.

COMMUNITY BABY SHOWER



Holiday Island, Ark., Lodge No. 1042
Community Baby Shower

QUESTION 01

How will the Lodge execute the project you chose in the community? What will the Lodge be doing? When will the event(s) take place? Who will the Lodge work with to run the event(s).

The Lodge will partner with the Veterans Health Organization for the Ozarks, to organize a Community Baby Shower for pregnant veterans or spouses of veterans. The grant would supply baby items to be given to mothers during the fair. The V.A. will mail invitations and secure booth presenters. This fair will strive to:

- Raise the standard of health care for women and their children
- Ensure any female veteran or wife of a veteran seeking VA care receives complete primary care with privacy, safety, dignity and sensitivity
- Provide parents with knowledge of infant cognitive and language development through interactive workshops
- Educate new parents on fundamentals of newborn care
- Provide education necessary to deal with infant crying, and shaken baby syndrome. (Veterans who have PTSD, or anger issues, need this training in order to learn coping skills to deal with a crying infant.)

QUESTION 02

Tell us about your community and how this project will address an important community need. Include community statistics and details regarding community partner organizations.

Since 2000, the number of female veterans using V.A. healthcare has more than doubled, from nearly 160,000 to more than 447,000. According to the Fayetteville Women Veteran Program, currently there are 35 pregnant veterans with an additional 13 veterans who have just delivered this year and 15 who missed out on the last baby shower from July-Dec 2018. "Many of our veteran mothers are more likely to be

divorced than their male counterparts, or single and working several jobs without additional health insurance. The goods and education received at the baby shower can be a real blessing to a single mother without the funds to buy some basic necessities for a new baby,” explains Barbara Bilton, MBA, RN, Women Veteran Program Coordinator, Veterans Health Care System of the Ozarks.

QUESTION

03

How will Elks be meaningfully involved in this project?

The Lodge will partner with Head Start, Washington County Health Department, Benton Co. Sheriffs Dept. (car seat safety), the La Leche League (breast feeding), and Arkansas Poison Control. The Eureka Springs Carnegie Public Library will provide workshops featuring stories, songs, nursery rhymes, and games to build early reading skills. Additionally, parents will receive a set of board books to start their own home library.

During the event, each family will receive a ticket to learn about different subjects such as immunizations, car seat safety, heat stroke and early childhood literacy. Participants can submit tickets to claim a baby basket with infant goodies, or a large item such as a car seat or stroller. Elks will be responsible for purchasing and distributing items at the fair. Additionally, the Lodge will host a donation drive for diapers and wipes and other infant items to be given out at the fair.

QUESTION

04

Given the goal of this project, how will the Lodge know it was successful?

We will measure the success of the event by the number of veterans that attend, the number of individuals that successfully complete station activities to receive baby items, and the number of new library registrations and enrollment in the library's early literacy initiative.

BUDGET

05

Grant funds should focus on project essentials and serving people in need. Only 10 percent of the grant budget can be allocated to administration, promotion or publicity.

| Item | Estimated Cost |
|--------------------------------------|----------------|
| Assortment of Children's Board Books | \$600 |
| (7) Convertible Car Seats | \$300 |
| (10) Infant Bath Tubs | \$150 |
| (10) Burp Cloths, Bottles, Onesies | \$150 |
| Diapers | \$800 |
| TOTAL | \$2,000 |

ADOPT-A-HAVEN



Missoula "Hell Gate", Mont., Lodge No. 383
Adopt-A-Haven

QUESTION 01

How will the Lodge execute the project you chose in the community? What will the Lodge be doing? When will the event(s) take place? Who will the Lodge work with to run the event(s).

The Lodge will support The Valor House (VH) and Housing Montana Heroes (HMH). Both provide transitional housing & life skills training to veterans experiencing homelessness including older adults, Native Americans and those coping with mental illness and substance abuse.

Project A: To provide another season's financial assistance to the VH for their successful food growing project and to incorporate HMH into the growing & distribution loop. The consumer side includes VH, HMH and the public at large. Doing so will increase veteran participation by approximately 100% and food growing capacity and sales.

Project B: To purchase and help assemble, on site, at the Poverello Center, a pre-fab storage building in which HMH residents can safely store their bicycles.

QUESTION 02

Tell us about your community and how this project will address an important community need. Include community statistics and details regarding community partner organizations.

Project A: Participating residents identify personal goals focusing on housing and stability; increasing skills and income, and improving self-determination. This program at the Valor House will serve 17 veterans.

Project B: HMH has the 3rd floor of the Missoula Poverello Center and houses 20 veterans. There is currently no secure place for them to store bikes.

QUESTION

03

How will Elks be meaningfully involved in this project?

The Lodge Secretary, CIP Coordinator and a Trustee have met with VH and HMM Program Directors to review the needs assessment and attendant budget for these two programs. Missoula Lodge members are expected to participate in preparing the VH and HMM garden plots as well as act as salespersons on market days. Lodge members will also assist with assembling the bike garage on Poverello Center grounds.

QUESTION

04

Given the goal of this project, how will the Lodge know it was successful?

Project A: The Lodge will measure success by an increase in sales in comparison to last year and how effectively we are able to keep VH, HMM and the Missoula Lodge in the public eye. We intend to increase exposure by displaying a joint banner at the food stall where hundreds of locals and tourists see it every week. Additionally, success can be measured in terms of production, customer satisfaction and by anecdotal evidence, or stories and comments from VH and HMM veteran farmers.

Project B: Success will be measured by the end-product—the construction of a bike storage area.

BUDGET

05

Grant funds should focus on project essentials and serving people in need. Only 10 percent of the grant budget can be allocated to administration, promotion or publicity.

| Item | Estimated Cost |
|-----------------------------|----------------|
| Tools including Rototiller | \$700 |
| Items for Market Use | \$175 |
| Seedlings | \$125 |
| Pre-fab building | \$700 |
| All materials and fasteners | \$300 |
| TOTAL | \$2,000 |

WELCOME HOME



Hornell, N.Y., Lodge No. 364
Welcome Home

QUESTION 01

How will the Lodge execute the project you chose in the community? What will the Lodge be doing? When will the event(s) take place? Who will the Lodge work with to run the event(s).

Our Lodge will purchase, assemble and deliver kits of personal care and household items to help veterans transition into permanent homes and begin new lives. We will partner with the Bath Veterans Administration Medical Center Homeless Veterans Program (Bath VAMC). This agency works with the Housing and Urban Development/Veterans Administration Supportive Housing Program (HUD/VASH) and other community partners to assist low-income veterans with housing.

QUESTION 02

Tell us about your community and how this project will address an important community need. Include community statistics and details regarding community partner organizations.

Statistics from the Bath VAMC reveal that in 2016, of the veterans in our wider community who were seen by that agency, 175 were at risk of becoming homeless, and 48 were homeless. Bath VAMC worked very hard in 2016 to lead the nation in veterans housed in the HUD-VASH program at 108 percent housed. Currently, the Bath VAMC has vouchers for 95 veterans, and of those, 93 are currently utilized. These veterans who have been assisted in finding residences do not have the means to purchase start-up items for their new homes.

QUESTION 03

How will Elks be meaningfully involved in this project?

Our ENF Grant Committee has defined the project goals, enumerated specific items for each kit, and determined the specific steps and the timeline for project completion. The committee has welcomed comments

and ideas from several Lodge members, spoken with key people at the VMAC, researched details and statistics, and done extensive cost comparisons of items for the household kits. Lodge members will place posters and flyers on display at the Lodge to inform all members about our project. Several Lodge members have also offered to contribute needed items to enable us to provide more kits. A group of Elks will purchase the items and a crew of 10-15 Elks will hold work sessions to stock the kits. In addition, new Elks will be invited to help and prospective Elks members will also be invited to share in our effort. At least 3-4 Elks with trucks have volunteered to deliver kits to the Bath VMAC.

QUESTION 04

Given the goal of this project, how will the Lodge know it was successful?

With our help, those in the VMAC Homeless Veterans program will have the necessities that will help them transition into more stable lives in our community. Our Lodge's success in this undertaking is measured by:

- Increased community awareness of the VA Homeless Veterans program.
- We will contact local news stations and papers to report on the progress and success of our grant-related programs. Photo opportunities will include Elks working together to assemble and deliver kits
- Increased participation of new and long-standing members in future charitable efforts due to the success of this grant
- Feedback such as follow-up statements agencies may have concerning our effectiveness, letters of appreciation and personal thank you notes
- Increased applications for membership
- Number of welcome home kits distributed to veterans

BUDGET 05

Grant funds should focus on project essentials and serving people in need. Only 10 percent of the grant budget can be allocated to administration, promotion or publicity.

| Item | Estimated Cost |
|--|----------------|
| Bedding | \$1,100 |
| Towels, Washcloths | \$200 |
| Personal Care Items | \$400 |
| Kitchen Appliances and Cleaning Supplies | \$300 |
| TOTAL | \$2,000 |



FREQUENTLY ASKED QUESTIONS

My Lodge wants to partner with a local organization on our Spotlight Grant project. Is this a good idea?

Yes. Many project plans require partners. Partnerships help Lodges to pool resources, recruit more volunteers, share experience and gain more publicity. There are two main things to consider when partnering on a project:

1. Spotlight Grants require Elk involvement, and Elks must be leaders and/or equal partners in the project.
2. Spotlight Grants may not be used to simply donate to existing projects. Make sure you and your project partner are on the same page about these requirements. Clear communication will only help the project.

Can the Spotlight Grant fund the Dictionary Project?

No, the only qualifying projects are those outlined in the toolkit.

What does Lodge-led mean?

Lodge involvement should be an integral part of the project. Elks should be in charge of grant funds as well

as planning and running the project. For example, a donation to sponsor a local Stand Down event and providing some Elk volunteers is not eligible for the Spotlight Grant because the Lodge is not in charge of the funds and not an integral part of this project. Instead, the Lodge should start its own Stand Down (if there isn't one in the community) or provide a vital service or supplies as part of an existing Stand Down.

My Lodge has a few different ideas. Can we submit more than one Spotlight Grant?

No. Lodges may only submit one Spotlight Grant project idea for consideration each year. However, if the Lodge would like to use one of the proposed projects for a Beacon, Freedom, Gratitude, Promise, or Impact Grant, it is free to do so as long as the project meets the guidelines of the grant.

Can I split the Spotlight Grant between two projects?

No. All \$2,000 must be used to implement one project plan.

Can grant funds be used for publicity or administration expenses?

Grant funds should be focused on project essentials and serving people in need. However, up to 10% of your Lodge's grant budget can be dedicated to administration, promotion or publicity. These expenses might include, but are not limited to, paid advertisements in the local newspaper/ on the radio, t-shirts or other non-essential merchandise.

Can the Spotlight Grant be used in conjunction with other grants?

Yes. Spotlight Grant funds can be used in conjunction with a Beacon, Freedom, Gratitude, Impact, or Promise Grant as long as the activity meets the guidelines of each grant. Applications must be submitted separately. If combining grants, please mention this on each application, and ensure that the budgets on both grant applications correspond and are not the same. So, if the Lodge were to use the Spotlight Grant with the Beacon Grant, the budget on both applications needs to be at or above \$4,500.



Can I use the Spotlight Grant as a donation?

No. Spotlight Grant projects must include meaningful, hands-on Elk involvement.

Can I change my Spotlight Grant project from year to year?

Yes, the Lodge may do a different project plan.

How do I supersize a Spotlight Grant?

Fill out the application per usual. On the budget page, there will be a checkbox that you will need to select that states: "Yes, please combine my Lodge's Spotlight Grant with a Gratitude Grant to increase our maximum grant request. **Note:** Make sure to request the full amount and that the budget reflects the full amount. Once approved, the Lodge will receive a supersized grant check.

Will the focus of the grant change from year to year?

As community needs change projects may be removed or added to best meet those changes.

After applying for a Spotlight Grant, I received an email asking for more information. Does this mean my application is rejected?

No. We follow up with the majority of Lodges. Often, follow-up emails simply request more information. If a Lodge submits an application that does not qualify, the ENF will follow up with the Lodge and offer a chance to apply for a different activity. When the CIP office sends a follow-up email, it opens up your Lodge's application for editing. All of your Lodge's previous work remains. Your Lodge can then access, modify and resubmit the application.

My Lodge needs to change how we use our Spotlight Grant. What should I do?

Any and all changes to approved Spotlight Grant applications must be approved by the ENF in advance. We ask that the Lodge alert the CIP Office of these changes via email at LodgeGrants@elks.org.

My grant activity is complete. What now?

Tell us about it! After the grant has been used, complete the Final Report and upload all grant-related receipts and photos. Final Reports will be due 30 days after the anticipated grant completion date provided by your Lodge. The Lodge will be locked out of applying for grants 60 days from that date until the report is submitted.

Where can I find more information about Spotlight Grants?

Complete guidelines can be found at enf.elks.org/SpotlightGrant

STAY IN TOUCH

with the

COMMUNITY INVESTMENTS PROGRAM



Phone

773/755-4730

Email

LodgeGrants@elks.org

Website

elks.org/cip

Social

enf.elks.org/social