



Elks
National
Foundation, Inc.

COMMUNITY INVESTMENTS PROGRAM



2020-21
SPOTLIGHT GRANT TOOLKIT

SPOTLIGHT GRANTS: SHINING A LIGHT ON NATIONAL ISSUES

TABLE OF CONTENTS

Spotlight Grant Overview	3
Project Plan Overview	4
Project Plans	6
Sample Applications	12
Frequently Asked Questions	20



For more information, visit elks.org/cip

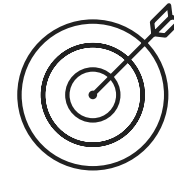
INCREASED NEED, INCREASED FLEXIBILITY

Debuting in 2019-20, the Spotlight Grant provides every Lodge the opportunity to shine a light on important issues facing nearly every American community. In 2020-21, those areas of focus are family literacy, homelessness among our nation's veterans, and the effects of the COVID-19 pandemic.

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 the Spotlight Grant. Lodges can choose to use the Spotlight Grant one of three ways: donating funds or supplies to provide COVID-19 relief, supersizing their Beacon Grant with Spotlight Grant funds, or using one of the six outlined project plans.

Applications for the Spotlight Grant open on June 1, 2020.

FOCUS AREA



While the Spotlight Grant has increased flexibility this year, it cannot be split amongst multiple projects. Spotlight Grants can either be used to provide COVID relief, to supersize a Beacon Grant project, or to do one of the six project plans the CIP has outlined.

REAL-TIME COVID-19 RESPONSE



Usually, hands-on Lodge involvement is required for Spotlight Grant projects; Lodges oversee project details and grant funds. This year, Lodges can opt to donate supplies or funds to nonprofit organizations combating COVID-19, like food pantries. Donations are not allowed under the Beacon Grant or other ready-made Spotlight Grant project plans.

SUPERSIZE WITH BEACON GRANTS

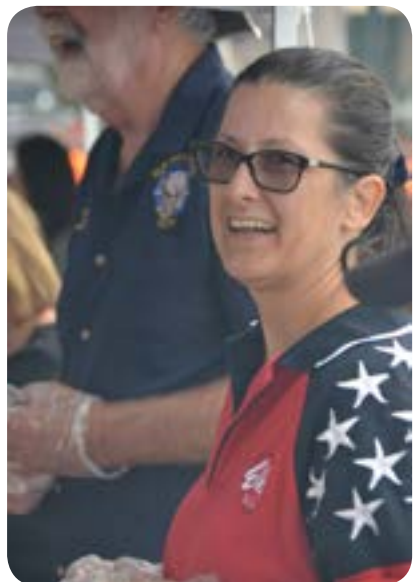


Lodges can supersize their \$3,000 Beacon Grant with a Spotlight Grant, if planning and executing a large-scale project is safe and doable. Lodges must wait until Beacon Grant applications are open for this option, likely set for August 1.

PROJECT PLAN



Lodges can select one ready-made project outlined by the CIP. Lodges must demonstrate a need and implement the project in their community as outlined. Projects must include a significant family literacy activity or directly address the needs of veterans experiencing or at-risk of homelessness.



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 by choosing one of the three projects provided through the Spotlight Grant.

**Full project plans are available on Page 6.*



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.



Community Baby Shower

03

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.

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 complete; now, it's the Elks' turn to serve. In partnership with the Department of Veterans Affairs, the Elks pledged to help end veteran homelessness and ensure that all veterans have the safe, stable home they deserve. The Lodge can choose one of these three projects to support veterans through the Spotlight Grant.

Welcome Home

04

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

05

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

06

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.



SAFETY GUIDELINES FOR PROJECT PLANS

The health and wellbeing of the community is top priority. Please keep safety precautions and social distancing in mind when hosting a grant project. Be sure to comply with all local guidance and protocol on the pandemic. Please only do an active project when it is safe in your community to do so.

o Practice Social Distancing

- o Keep at least 6 feet between each person involved
- o Try to keep group numbers low
- o Do not initiate a mass gathering

o Wash your hands often, with soap and water for at least 20 seconds

- o When washing hands is not an option, use hand sanitizer or wear disposable gloves

o Cover your mouth and nose with a cloth face cover around others

- o COVID-19 can spread to others even if you do not feel sick
- o Cloth face covers keep others from getting sick

o Clean and disinfect frequently touched surfaces

o Consider holding projects outside rather than inside

- o If a project must occur inside, try to keep windows open as air flow can help disperse respiratory droplets that spread COVID

o Be mindful of at-risk demographics

- o COVID-19 has been disproportionately harmful to people over the age of 65 and people with underlying health conditions

o Follow your local rules and regulations regarding COVID-19

- o The state health department website is a great place to find up-to-date local guidelines

For more information go to [cdc.gov/coronavirus](https://www.cdc.gov/coronavirus)



COVID-19 RELIEF

In normal times, donating a Spotlight Grant would not be permissible. These are not normal times, so the CIP is adapting that approach. A Lodge can consider a more active use of funds, e.g. purchasing food and supplies and delivering items to a shelter or food pantry. However, if donating directly to an organization in the community that is better equipped to serve populations in need affected by the pandemic, it will be allowed. The funds must go to directly support pandemic relief and cannot be split between multiple projects.



PROJECT OVERVIEW

With the COVID-19 crisis affecting millions across the nation, the need for relief is great. This type of relief could be in the form of food, shelter, personal protective equipment (PPE), direct monetary donations and more. Work with a partner organization to determine the greatest need in your community and apply the Lodge's Spotlight Grant to offer support.



STEP 1

Find a Partner Organization

Many communities have seen an uptick in individuals and families in need of support from food pantries, homeless or domestic abuse shelters, and more. Frontline medical workers are in urgent need of PPE. With this increased need, many nonprofit organizations find themselves requiring more supplies than ever before to better assist the community in need. Reach out to food pantries, shelters, and other organizations providing pandemic relief and determine how the Lodge can assist.



STEP 2

Determine Lodge Input

Review your community's local safety guidelines and see if it is safe enough for Lodge members to shop for supplies or distribute supplies to those



STEP 3

Make it Your Own

In these unprecedented times, it is important to #StaySafeStayRelevant. Lodges can use this time to show up as pillars in the community by coming to the aid of those in need. Consider posting online or inviting media outlets to the project. Encourage crafty members to make masks to donate with other needed supplies. When it is safe to do so, invite the partner organization and constituents to the Lodge for a meal.

As always, send the CIP photos and stories. Use the hashtag #ElksAlwaysCare to see other Lodges stepping up to provide COVID relief.

WARM WELCOME TO THE LIBRARY

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



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 using other CIP grants to complete this project.

→ STEP 2 Identify Children in Need

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

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

→ 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 Warm Welcome to the Library event a memorable experience.

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, and 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

Identify families in need by working with the YMCA, Boys and Girls Club,

Head Start, Big Brothers Big Sisters and more.

→ STEP 3 Determine Laundry Logistics

After securing a laundromat, determine the number of washers and dryers on site and 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 toward children. Some ideas include hosting a story time, providing free books to all children who attend, and other literacy-building activities.

COMMUNITY BABY SHOWER

Access to books is an important factor in children's literacy, yet in many of the same low-income areas where the need for infant supplies 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.

WATCH!



View [Hyannis, Mass., Lodge No. 1549's Community Baby Shower video](#) for ideas!

→ 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.

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 a Housing and Urban Development department 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.

→ 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 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.).

WATCH!



View [Hopkins, Minn. Lodge No. 2221's Welcome Home video](#) for ideas!

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 that serves veterans in their community. It can be difficult to change habits and transition out of homelessness, 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. Work with the Lodge's Veteran Committee to see what members would like to volunteer and schedule them accordingly.



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.

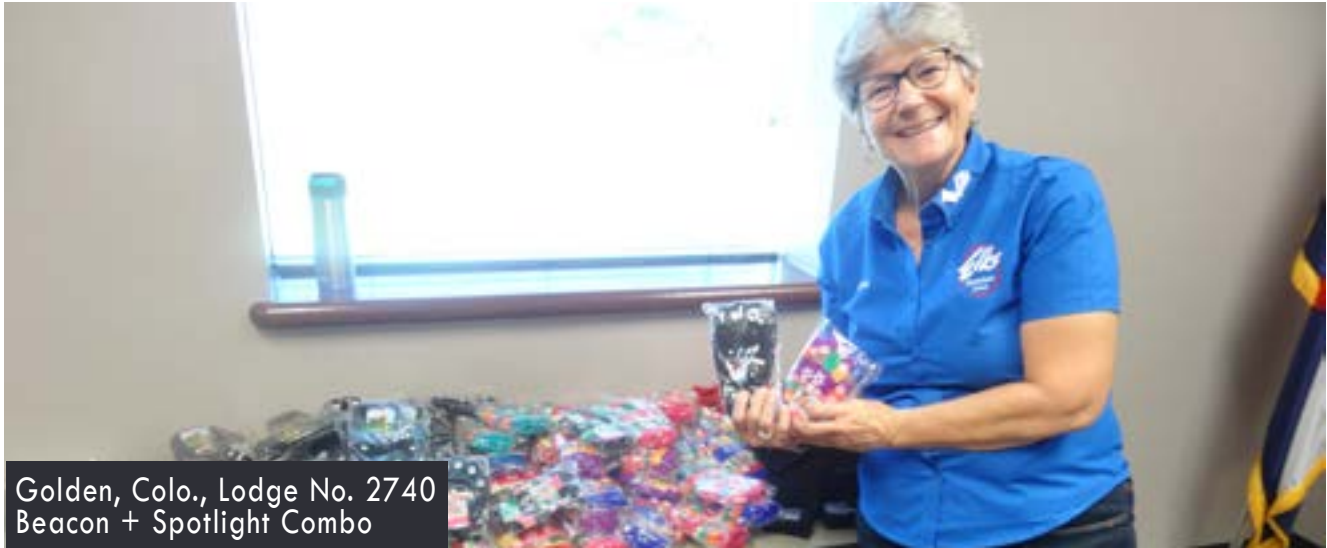


STEP 4 Things to Consider

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.

SAMPLE APPLICATIONS

SUPERSIZING A BEACON GRANT



PROJECT INFORMATION

NEW! Lodges will have the opportunity to apply their Spotlight Grant to increase their Beacon Grant budget to \$5,000.

When Beacon Grants become available likely on August 1, 2020, there will be a clear indication on the Grants Dashboard on how to select the supesize optiob

Fill out the Beacon Grant application as usual. Make sure to use the full grant amount!

Please note this option will not be available until the Beacon Grant application opens, likely on August 1, 2020.

For great Beacon Grant projects, make sure the Lodge L.O.A.N.s a hand! Beacon Grants must be:

- Lodge-led:** Lodges must be in charge of funds.
- Ongoing:** Projects should happen annually.
- Active:** Elk involvement is a must!
- New:** For first-time Beacon Grants, start a project that the Lodge has never done before.

APPLICATION DATES

Applications for 2020-21 Spotlight Grants open **June 1, 2020.**

Applications must be submitted before the project takes place.

Applications close **December 31, 2020.**

Funds must be spent by **March 31, 2021.**

Please contact us with any project changes.

For more information, including InstaGrants, please visit **enf.elks.org/BeaconGrants**

COVID RELIEF



San Rafael, Calif.,
Lodge No. 1108

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 food and supplies to donate directly to the Amherst Food Pantry. The Food Pantry provides essential meals to families in need and have been faced with higher distribution rates since the start of COVID-19. Once we receive approval for this application, Elk members will begin shopping, packaging, and distributing the food to the Amherst Food Pantry.

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.

Our community has been heavily affected by COVID-19. Over 20% of our community faces unemployment and the number is growing. Since our schools are still closed, students who normally receive breakfast and lunch from the schools are unable to do so. As a result, more and more families have been going to the Amherst Food Pantry for assistance. With our help, the Food Pantry will be able to serve more families in need.

QUESTION 03

How will Elks be meaningfully involved in this project?

Many of our Elk members volunteer their time at the Food Pantry. Over the course of the month, we have at least 5 Elks serve food, make hot meals, and stock the Pantry.

QUESTION 04

In addition to the volunteering our Elk members already do, we will have 10 Elks shopping for and packaging the food for the Food Pantry with the grant funds.

Between the shopping, packaging and distributing of the food, Elk members will spend approximately 20 hours on this project.

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

Because the current need is so great, we will know this project was successful based on the amount of food distributed to the Food Pantry and subsequently, the amount of food distributed to families in need. We will work to let families in need know about the Food Pantry, as well. Our barometers for success will be the following:

- Amount of food distributed to the Food Pantry
- Increased community awareness of the Food Pantry
- 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 distribute food.
- 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

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
Canned Tuna	\$500
Canned Fruits and Vegetables	\$500
Applesauce	\$500
Pasta	\$500
TOTAL	\$2,000

SUDS & STORIES



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 grant committee has researched this project through the following community organizations: Literacy Council, Multicultural Coalition and GI Public Schools Outreach Coordinator. We will be partnering with a local laundromat and using their facility as the location. The funds from the grant will be used to provide a free laundry day for low-income families in the community with a limit of the number of loads to be washed & dried to allow for the grant to reach maximum number of families. Included in the budget will be a purchase of books and snacks for the kids. Elks will greet families, provide money for the machines and read to the kids. Date will be in October or early November.

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.

Our community of 50,000 is very diverse with a large number of English Language Learners in the public schools. Our goal is to promote children reading books and provide literacy information to the parents who may be ELL themselves. The community is roughly 45% Latino, including families who have been in the United States for 3 or 4 generations. Newer families have emigrated from Somolia, Sudan and many Latino countries in the past 20-30 years to our community because of the availability of jobs at a local meat packing plant. The goal of the Multicultural Coalition is to be a one-stop local organization to assist immigrant families with housing, basic needs, and citizenship assistance. The Literacy Council offers free mentoring for adults wishing to learn English. The GIPS Outreach Center provides assistance to all low-income families with children in school.

The most important community need addressed will be giving a hand up to low-income families who do not have enough money each month for basic needs. It is difficult for families to save enough money for the deposit and first month rent that is generally required to rent a home. This leaves them with the only choice for housing at a low budget motel for extended periods of time where they have no access to washers and dryers. In addition to promoting literacy and reading, providing the opportunity to do their laundry for free, even for only one week, would help stretch that month's budget, even if only in a small way.

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 judge how successful the event was by attendance and follow up with the families attending the event.

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 Books	\$1,300
Laundry and Laundry Supplies	\$650
Snacks and Bottled Water	\$150
Publicity	\$70
TOTAL	\$2,000

STAND DOWN



Sierra Vista, Ariz., Lodge No. 2065
Stand Down Application

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)?

In August of every year, our County holds the largest county-wide Stand Down in Southern Arizona. We receive Veterans from throughout our 5,100 square mile footprint at the Stand Down where essential services are provided such as hair cuts, clothing, resume help, and medical and dental services. Our Lodge Veterans Committee has volunteered several years in a row, but with the Spotlight Grant, we will be able to provide up to 100 kits packed with non-perishable food, gloves, socks, toiletries and outreach information in Elks-colored purple bags. The Veterans Committee will be leading this endeavor with the help of the Grant Coordinator who has already made contact with the Arizona Housing Coalition and Cochise Service Veterans. This is a massive partnership that involves more than 50 separate organizations.

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.

Cochise County is home to approximately 127,000 residents, which does not include our transient population from Fort Huachuca, AZ, home to US Army’s Military Intelligence, Signal Command, and the Unmanned Aerial Vehicle Training Battalion. Our county is unique in that we not only have active-duty Veterans that reside within our footprint, but many Veterans retire at our location. This significantly increases our number of Veterans to 14% of our population. Our county poverty rate exceeds the National rate by 7% (Cochise County is 19% vs. National Average of 12%), with our Veteran population making up 6% of the poverty rate. Our Veterans almost make up more than 25% of our disabled persons rate, coming in at 28%. We are partnering with the Cochise Service Veterans.

QUESTION
03

How will Elks be meaningfully involved in this project?

We will have a team of Elks that will purchase the items before the Stand Down, a minimum of 20 volunteers to put the “kits” together, and a minimum of 5 volunteers working a booth at the Stand Down to provide the kits to our community Veterans, while another team will continue helping with the Cochise Serving Veterans to set up tables, help Veterans get to their appointed stations for help, and to help break down the event.

QUESTION
04

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

We have already been invited to not only volunteer to help the Stand Down, but to be a part of the Services provided at the Stand Down with our own dedicated table to meet with Veterans, hand out the “Elks Care Kits” and to also invite them to attend one of our three hot meals with the money provided by our Freedom Grant. Success will be measured in the number of Veterans we are able to serve with kits, and feedback from the After Action Report with the Arizona Housing Coalition and Cochise Serving Veterans stand down. We will also keep an eye on how the partnership is affecting the overall percentage of homeless/home-challenged Veterans and their families in our community. At some point, we would like to add the third part of our overall Lodge goal, and start providing Welcome Home kits once our transition home opens and Veterans start becoming Housed and not Homeless. We would then be able to “Feed a Vet”, provide “Elks Care Kits” and move into “Welcome Home Kits” thus witnessing our wonderful Veterans Community moving from one of the hardest times in their lives, to a life with a permanent roof over their heads, food on their table, and services for their disabilities.

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
100 Socks and Gloves	\$900
25 Female + 75 Male Hygiene Kits	\$800
Non-perishable Meal Items	\$500
Flyers with Lodge Info + Plastic Bags	\$160
TOTAL	\$2,360

FREQUENTLY ASKED QUESTIONS

When will the Spotlight Grant application open?

The Spotlight Grant will open on June 1, 2020. The Beacon, Promise, and Impact Intent applications are tentively opening on August 1, 2020.

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.

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.

Note: Donations for COVID relief do not need active Elk involvement, but the remaining projects will, if it is safe in your community to do so.

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. Consider using another grant for project ideas.

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 all CIP grants as long as the activity meets the guidelines of each grant. Given the phase rollout of 2021 grants, please mention this on each application, and ensure that the budgets on both grant applications correspond and are the same. So, if the Lodge were to use the Spotlight Grant with the Promise Grant, the budget on both applications needs to be at or above \$4,500.

Note: Please wait for other applications to open and apply for the combined grants all at once.

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 with a Gratitude 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." Make sure to request the full amount. Once approved, the Lodge will receive a supersized grant check.

How do I supersize a Beacon Grant with a Spotlight Grant?

On the Grants Dashboard once Beacon Grant applications open, there will be a button that says, "Please merge my Beacon Grant and Spotlight Grant." Once this button is clicked, the applications will combine and the Beacon Grant grant total will rise to \$5,000. The Lodge will only have to submit one application and one Final Report.

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 due to COVID-19. What should I do?

We understand that there is uncertainty due to COVID-19. 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 Lodge did the Imagination Library project last year. Now what?

All Lodges who did the Imagination Library in 2019-20 will be grandfathered in. Unfortunately, no new Imagination Library projects will be approved.

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.

For more information: Complete guidelines can be found at enf.elks.org/SpotlightGrant

STAY IN TOUCH

with the

COMMUNITY INVESTMENTS PROGRAM



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Website

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