

# Ready, Aim, Serve



“Thanks to our project, the schools, students, parents and community members view the Lewisburg Elks Lodge as an organization that is active in the community and not just a ‘country club.’”

- Bernice Bracken,  
Grant Project Manager at  
Lewisburg, W.V., Lodge No.  
1758



# Beacon Grant Basics

Presented by

Mary Morgan  
ENF Programs Associate

July 15, 2014





# Community Investments Program

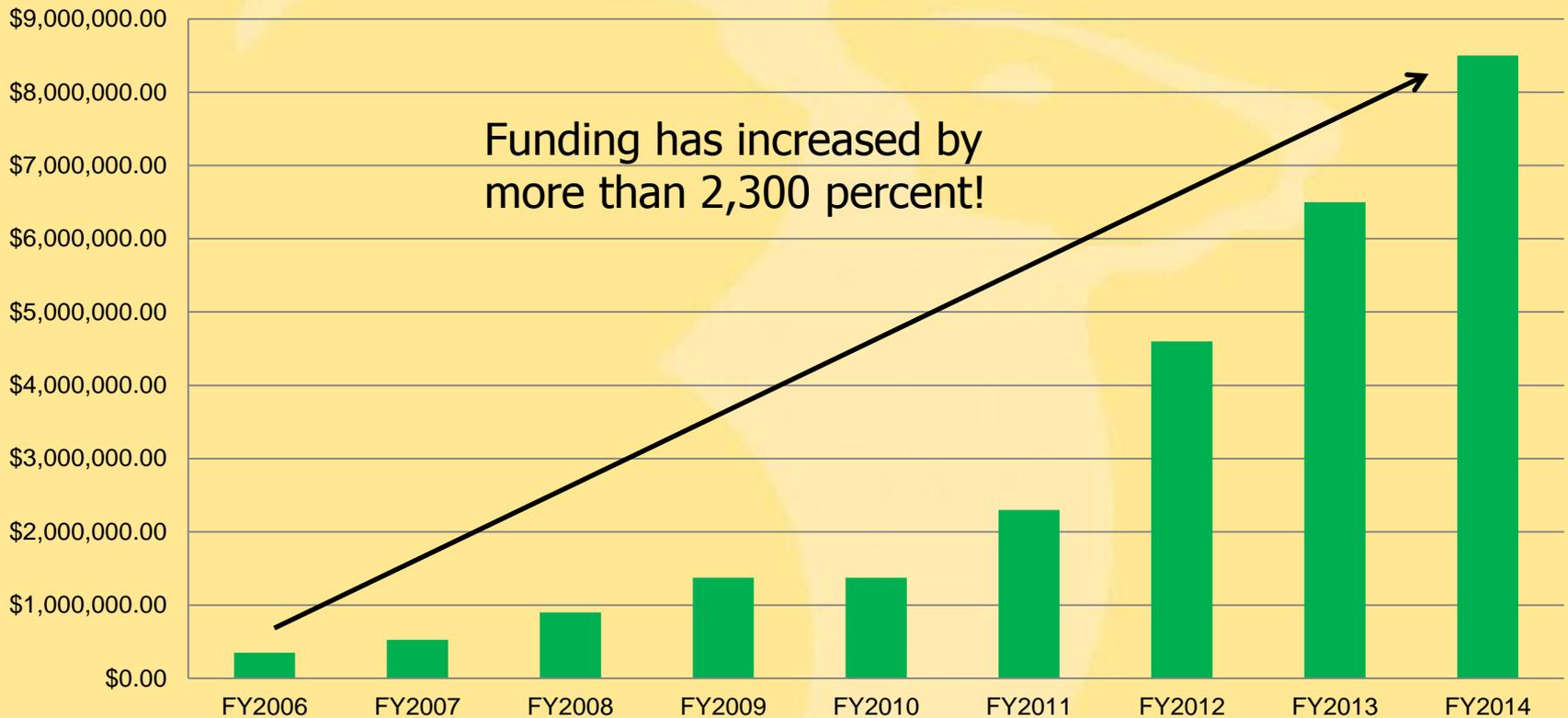


In 2014-15, the ENF will invest **\$8.5 million** in Elks communities through Lodge grants that help Elks serve their communities.



# \$8.5 Million Available

## Community Investments Program Funding History





# Formula for Turnaround

Last Gain: 1980

Consecutive Years of membership loss: 34



I want to personally say thanks to the Elks National Foundation. After losing members for quite a few years, we were able to show a gain this past fraternal year. I know some of the gain was from the publicity we received on the events made possible with the funds from Community Investments Program grants.

- Carl Dobbins, Jackson, Ohio, Lodge No. 466



# Community Investments Program



## Impact Grants

- \$2,500 to \$10,000 grants.
- All Lodges welcome to apply.
- Competitive selection process.



## Gratitude Grants

- \$2,000 grants.
- Eligibility contingent on reaching GER's goal for per-member giving to the ENF.
- Charitable community activity.



## Beacon Grants

- \$2,000 grants.
- Available to every Lodge.
- Must be used for an ongoing, Elks-led community project.



## Promise Grants

- \$2,000 grants.
- Available to the first 500 Lodges that pledge to host an Elks-led youth event.



# Charitable Activities

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Grants must be used locally for one of these broad charitable purposes.

1. **Relieve** the poor, distressed or underprivileged.
2. **Advance** education or science, *but not through scholarships.*
3. **Lessen** the burdens of government.
4. **Lessen** neighborhood tensions.
5. **Eliminate** prejudice and discrimination.
6. **Combat** juvenile delinquency.



# Online Applications

- Gratitude, Promise, Beacon and Impact Grant applications available now through CLMS and grant webpages.
- All Lodges are eligible to apply for Beacon Grants.
- Complete and submit online application.

The screenshot shows the CLMS2Web website interface. At the top, it says 'MS2Web: Home READ ONLY MODE'. Below this is a navigation menu with options like 'Roster', 'Reports', 'Settings', 'Officers/Committees', 'Accounting', 'Options', 'Staff', 'Messaging', 'Support', and 'Help'. There are also links for 'Supplies & Forms', 'CLMS2PC', and 'elks.org'. The main content area is divided into two columns. The left column is titled 'Lodge Secretary News' and contains several bullet points with links to various notices and reports. The right column is titled 'ENF Hotline Lodge 1316' and contains information about Beacon Grants, Thank You and Congratulations, and Impact Grants. A red arrow points from the 'Lodge Secretary News' section to the 'ENF Hotline Lodge 1316' section.



# ENF Grant Coordinators

- Can access online grant applications through the ENF website (not CLMS)
- Appointed by the Lodge Secretary, with permission of ER
- Computer savvy
- Involved with ENF Grants



Putnam, Conn., Lodge No. 574 used its Beacon Grant to hold a Christmas dinner for 500 people in need.



# Beacon Grants—The Basics

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- \$2,000 grants available to **every Lodge, regardless of ENF giving.**
- Application available July 1, 2014.
- Must apply by March 31, 2015.
- Must be used by July 31, 2015.



# Beacon Grants—The Requirements

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- **Must be** a new project for the Lodge (the first time it applies). Intended to help Lodges expand their charitable activities.
- **Must be** ongoing, not a one-time event.
- **Must be** Elks-led, with significant Elks involvement.
- **Must be** an activity, meaning that it requires Elks involvement.



# Beacon Grants—The Numbers

Category	2013-14
Applied	1056
Approved	885
Needed follow-up	171
Started but not submitted	272
Unclaimed Beacon Grant Funds	\$2,154,000

[www.elks.org/ENF/cipParticipation.cfm](http://www.elks.org/ENF/cipParticipation.cfm)



# Beacon Grants—Consider This

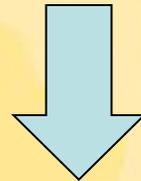
<b>Nope.</b>	<b>Yes!</b>
<b>Dictionary Project.</b>	Youth and Elks Reading Fair.
<b>Donation to Wounded Warriors.</b>	Biannual outing with local wounded warriors.
<b>Little League sponsorship.</b>	Summer baseball clinic for at-risk youth.
<b>Purchase equipment for scouts.</b>	Partner with scouts on quarterly service projects.
<b>Donation to DARE.</b>	Monthly battle of the bands events for at-risk teens.
<b>Appreciation dinner for Elks who are veterans.</b>	Host a monthly meal at a veterans transitional home. Provide comfort kits.



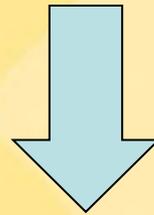
# Turning Ideas into Active Projects

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**1. Identify a Local Issue**



**2. Identify Solutions**



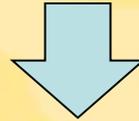
**3. Plan an Active Project**



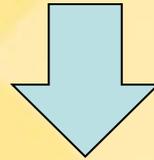
# Turning Ideas into Active Projects

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**Youth Literacy**



**Mentoring program or  
Youth book club or  
Writing Camp**



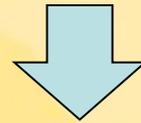
**Elks mentor one class of 1<sup>st</sup> graders or  
Partner with the school to hold a monthly book club or  
Hold a teen writing camp with the help of the local newspaper**



# Turning Ideas into Active Projects

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**Veterans in Need**



**Monthly activities at VA Home or Biannual Wounded Warrior Outings or Student Veteran events at nearby College**



**Elks visit with vets each month or Elks plan and lead local Wounded Warrior outings or Elks plan quarterly support events for students**



# Elks' Turn to Serve

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This year, if your Lodge is using a Community Investments Program grant to serve veterans and military members in need, it must focus on one of these five areas of increased need.

- Employment
- Homelessness and Housing
- Military Families
- Health
- Educational Support



# New Opportunity: Research. Expand. Get Involved.

“This was a new project, and that was some excitement about it. What a blast! We held cooking classes for the kids from Big Brothers Big Sisters. It was a huge success. Each time we had more and more kids. The kids loved it. We will continue this program.”

- Tracy Olson, Grant Project Manager



Juneau, Alaska, Lodge No. 420 started a life skills program for youth in the Big Brothers/ Big Sisters program.



## Ongoing: Let people know they can count on the Elks.

"We had the opportunity to show the community what the Elks do and sponsored 6 potential new members. We will definitely continue with the back to school fair next year. This was the first one and it turned out great, we will be even better next year and start planning."  
– Ron Sharrah, Grant Project Manager



Sweet Home, Ore., Lodge No. 1972 used its Beacon Grant to hold a back-to-school fair for local students in need.



## Elks-led: Your Lodge does the work, and receives the credit.

“This event was extremely successful for all involved. The volunteers took great pride in serving others in the community and the guest received a great meal. From this event, the Elks received considerable publicity and one volunteer requested to become a member. Everyone is looking forward to doing the event next year.”

- Wayne Krauss, Grants Project Manager



Moscow, Idaho, Lodge No. 249 partnered with churches and food banks to serve meals to people in need.



## Activity: Elks volunteers at work, engaging with the community.

“The project is so popular with veterans that James Haley has asked if we expand and invite homeless veterans too. Our membership is so excited about this program that our attendance has increased 25%.”

- Raymond Bibisi,  
Grants Project  
Manager



South Hillsborough, Fla., Lodge No. 2672 uses its Beacon Grant to provide dinner, supplies and social opportunities for patients at the James Haley veterans hospital twice a month.



# Beacon Grants—The Application

- **Step 1: Contact information.**
- **Step 2: Event Description.**

## Grant Description

Please describe how your Lodge plans to serve the Community: (Check up to 3 that apply.)

- |   |   |   |  |
|---|---|---|--|
| <input type="checkbox"/> After-graduation/After-Prom          | <input type="checkbox"/> Youth education program      | <input type="checkbox"/> Athletics                  | <input type="checkbox"/> Christmas Event     |
| <input type="checkbox"/> Crisis Support                       | <input type="checkbox"/> Dictionary Project           | <input type="checkbox"/> Drug Awareness Program     | <input type="checkbox"/> Fishing Derby       |
| <input checked="" type="checkbox"/> Food Pantry/ Distribution | <input checked="" type="checkbox"/> Donation of funds | <input type="checkbox"/> Holiday Event              | <input type="checkbox"/> Health/Hygiene      |
| <input checked="" type="checkbox"/> Other Youth Activity      | <input type="checkbox"/> Red Ribbon Week              | <input type="checkbox"/> Supplies/Equipment         | <input type="checkbox"/> Safety Event        |
| <input type="checkbox"/> General Family Event                 | <input type="checkbox"/> Parks/Recreation             | <input type="checkbox"/> Building/Repair/Renovation | <input type="checkbox"/> Appreciation Dinner |
| <input type="checkbox"/> Community Educational Event          | <input type="checkbox"/> Other                        |   |  |

Please select your audience: (Check up to 3 that apply.)

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Elderly                  | <input checked="" type="checkbox"/> Hunger Issues | <input type="checkbox"/> Other Community Issues |
| <input type="checkbox"/> People with Disabilities | <input checked="" type="checkbox"/> Poor          | <input type="checkbox"/> Veterans/Military      |
| <input checked="" type="checkbox"/> Youth         |   |   |



# Beacon Grants—The Application

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## ➤ **Step 3: Answer the Questions.**

1. Describe your Lodge's charitable project, and how the project is ongoing.

- What are you doing?
- How often are you doing it?
  - The activity, not the outcome, must be ongoing and repeatable.



# Beacon Grants—The Application

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## ➤ Step 3: Answer the Questions.

2. Describe the project's charitable focus. How did the Lodge identify this as an important community need?
  - How will this project help people in the community?
  - Why is this project important? How did the Lodge choose this over other needs in the community?



# Beacon Grants—The Application

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## ➤ **Step 3: Answer the Questions.**

3. Elks participation is required for a Beacon Grant project. Tell us how Lodge members are actively involved in this project, how many will be involved, and how the community will know this as an Elks project.
  - Is there an opportunity for entire Lodge to be involved? Must give members (and prospective members) something meaningful to do.
  - Explain how your member are necessary for the event.



# Beacon Grants—The Application

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## ➤ **Step 3: Answer the Questions.**

4. Who will benefit from this project and how? What does the Lodge expect to accomplish with this project?
  - What will the Lodge consider a success?
  - How will this project help the community?
  - Talk about why the investment of time and grant funds are worth it.



# Beacon Grants—The Application

- **Step 4:  
Provide a  
Budget.**
  - Itemize  
your  
expected  
expenses.

## 3. Budget

Item	Estimated Cost
School Back packs	\$1,500.00
note books, pens &pencils,tape,glue ,crayons	\$750.00
Snacks and drinks	\$500.00
<b>Total Grant request:</b>	<b>\$2,000.00</b>
<b>Total cost of event:</b>	<b>\$2,750.00</b>



# Application Details

- Be clear about your Lodge's intentions, and its plan.
- Research the budget before submitting the grant.
- Don't be surprised if the ENF follows up with additional questions. A follow-up email does not mean your Lodge is rejected. We want to work together with you to make the project as successful as possible.



Reidsville, N.C., Lodge No. 1723 helps to run a Veterans Stand Down outreach event for veterans in need each year.



# Help Available Online

- Find tips and resources to help you put together a great project at [www.elks.org/enf/community](http://www.elks.org/enf/community).
- For up-to-date CIP information, visit the CIP Central page, [www.elks.org/ENF/community/WhatsNew.cfm](http://www.elks.org/ENF/community/WhatsNew.cfm).
- To stay up-to-date on all grant news, subscribe to our monthly CIP Club email on the CIP Central page.
- Visit the ENF News Release Generator, <http://www.elks.org/ENF/mediabrochures/prgenerator.cfm>

The screenshot shows the ENF News Release Generator interface. At the top, there is a navigation bar with links for ELKS HOME, WHO WE ARE, OUR PROGRAMS, ELKS NATIONAL FOUNDATION, and MEMBERS ONLY. Below this is a sidebar menu with options: ENF Home, About ENF, Foundation News, ENF Programs, Ways to Give, Recognition, Reports & Standings, ENF Volunteers, Media / Brochures (highlighted), and Giving History. The main content area is titled 'Edit News Release Details' and includes instructions for writing a news release, such as 'Think like a reporter' and 'Keep the most important facts first'. It also features a list of the latest releases sent by the ENF and a form for entering project manager information, including fields for News Release for, Project Manager/Primary Contact, Lodge Number, Project Manager, PM Address, and PM City.



## Questions?

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**Need more help? Contact the Elks National Foundation. We'll help you turn your idea into a great project!**



**773/755-4730**



***ENFPrograms@elks.org***