



Share the Spirit 2021 Grant Parameters

Organizations eligible for grant funding are 501(C)(3) nonprofits, schools, and other public entities located in or serving the communities in Alameda and Contra Costa Counties.

To be considered, requests must:

- Include story topic for publication in Bay Area News Group media

Share the Spirit **WILL** consider grant requests for:

- Existing programs, expansion of programs, and projects that are time-limited in nature.
- New programs/organizations that demonstrate clear and relevant goals.
- Programs and educational activities that seek to build capacity.

The Share the Spirit program generally **WILL NOT** consider grant requests for:

- Programs/projects outside the priority areas or taking place outside the Alameda and Contra Costa County area.
- Individuals, businesses, or private foundations.
- Endowment, capital campaigns, or support for fundraising events.

The Share the Spirit program is interested in funding initiatives/organizations that:

- Provide excellent story topics to highlight good work of individuals and/or organizations, with special consideration given to submissions with specific program participants willing to be interviewed by Bay Area News Group/East Bay Times.
- Expose readers/influencers to community needs and specific populations.
- Represent diverse populations and geographic areas within Alameda or Contra Costa Counties.
- Impact/create a favorable perception of the nonprofit sector.
- Create meaningful impact for residents of Alameda and Contra Costa Counties, including but not limited to addressing relevant areas of: systemic racism, COVID19 impact, unsheltered residents, community voices.

SELECTION PROCESS

Applications Accepted	Review Date	Funds Released/Notification	Report Date
August 1 -16, 2021 OR when application cap (80) reached	September 2021	Notification: September 21, 2021	February 4, 2022, by 12:00 p.m. (noon)

GRANT REQUIREMENTS

By accepting grant funds from Share the Spirit, grantee agrees to:

1. Generate story ideas regarding individual participants and organizational activities for coverage by the Bay Area News Group media outlets.
2. Collaborate with Bay Area News Group personnel in producing these stories. ALL grantees must have an organization contact available throughout the month of October to coordinate with journalists.
3. Sign and return grant agreement form by posted date.
4. Provide a final status report by the posted date, February 4, 2022.
5. Verify funds granted were *used as specified in application* for clients in Alameda or Contra Costa Counties.
6. Post to social media re: Share the Spirit (some content will be provided if needed) approximately 1 post per week, mid October through December.
7. Acknowledge Bay Area News Group and/or East Bay Times as a project funding source in all relevant press releases, announcements, articles, etc. In addition, Share the Spirit logo and hashtags used as appropriate.



SAMPLE Grant Agreement
Letter (TO BE COMPLETED IF
FUNDED)

I have reviewed and agree to the Share the Spirit 2021 grant requirements.

I understand that meeting the grant requirements is essential for eligibility to apply for funding in 2022.

Signature

Date

Date:

Grant Amount:

Agency Name:

Executive Director Name:

Address:

Telephone:

Email:

This form (original or scanned copy accepted) to be returned by October 29, 2021 via email, or mail to:

Share the Spirit - Bay Area News Group
Attention: Dee Dee Robillard

Email: sharethespirit@bayareanewsgroup.com

Post Box: POB 3491, Walnut Creek, CA 94598