



Share the Spirit 2021 Grant Application (Preview)

Thank you for your interest in the Share the Spirit grant program. We recommend reviewing all questions in advance, before entering final responses. Once submitted, there will be no access to edit. The Grant Review Committee will review and evaluate your organization's funding request and notify applicants of the outcome by mid-October. Note: A fixed number of applications will be accepted for review. The link to the application will remain open until the maximum is reached OR the portal close date (Aug 16th, 12:00pm/noon), whichever is first.

Organization Information:

Name, Address, contact info, Organization EIN:

Briefly describe your organization's mission and key programs (who you are/what you do):
Limit 400 characters -please do not use links to existing web content here.)

Does your organization have a Guidestar profile? Y/N

Share the Spirit Story Topic(s):

Suggested Story Topic(s): _____ IMPORTANT: Most stories are produced by the end of OCTOBER. Any individual(s) suggested as a topic and/or all contacts must be available during the mid-September to October timeframe.

Share the Spirit relies on funding generated in response to stories published by Bay Area News Group. Use this section to provide stories/topics about your clients or other topics relevant to your organization, clients, etc., that will appeal to readers/donors and illuminate need and help provided in the community.

Stories about individuals -- real people as topics -- are preferred to organizational topics. (Program documents contain more about subject matter.)

For 2021, we are looking for meaningful stories about residents of Alameda and Contra Costa Counties, including but not limited to those addressing relevant areas of: systemic racism, COVID19 impact, houselessness, community voices. Please review Program Overview and Program Parameters for more information.

Enter one or more story topics about your organization and its good work here. (Limit 1500 characters - please do not use links to existing web content here.)

If your story topic involves a program participant, has participant already given written consent to share their story and cooperate with Bay Area News Group reporter? Y/N



Additional links for reporter research:

Please provide a link (one) to your program page or best page of website/existing information for a reporter to learn more about your organization. 0 of 100 max characters

Enter the total amount of Share the Spirit funding requested for your organization's program(s): 0 of 100 max characters

Specify how your organization will spend the Share the Spirit funds: 800 max characters

County(ies) served by your program? Alameda, Contra Costa, Both

How many people do you anticipate serving with the STS funds requested? 50 max characters

Is this part of a larger program or freestanding? For example: "STS funding will support 50 Phone a Friend calls & our Phone a Friend program reaches 225 seniors/yr.

Program conditions: (Important - please read thoroughly)

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

- Generate story ideas regarding individual participants and organizational activities for coverage by Bay Area News Group media outlets.
- Collaborate and cooperate (including timely response to reporter inquiries) with Bay Area News Group personnel in producing these stories if organization is selected. Story contacts for the organization will be available during October.
- Verify funds granted were **used as specified in application** in Alameda or Contra Costa Counties and expended prior to Jan 15, 2022.
- Post to social media re: Share the Spirit (some content will be provided if needed) approximately 1-2 posts per week, mid-October through December. In addition, Share the Spirit logo and hashtags will be used as appropriate. The Share the Spirit Media Guidelines are available to all recipients.
- Acknowledge Bay Area News Group, East Bay Times as a project funding source in all relevant press releases, announcements, articles, etc.
- Sign and return grant agreement form by posted date.
- Provide a final status report by the posted date.

AGREE TO CONDITIONS: Y/N