

Family Reading Celebration Grants Application Guidelines



A Campaign of the
Oakland Literacy Coalition

The Oakland Reads campaign strives to dramatically increase third grade reading achievement, a critical foundation for future learning and success in school. Weaving together the strength of Oakland families, schools, and community partners, we are making possible a future where every child in our city can learn and love to read.

Hosting a Family Reading Celebration, funded by an Oakland Reads grant, is a great way for your organization to get involved in the campaign and share the fun and importance of reading with your families.

GRANT GUIDELINES

Who can apply?

Grants will be awarded to organizations serving predominately low-income children and families in Oakland, California.

- **Oakland Unified School District Elementary Schools**. Grants cannot be made directly to individual district schools, so schools must apply in partnership with a 501(c)3 nonprofit organization (e.g. a tutoring, after school, or parent organization) that will accept the funds and make purchases for the event. Schools may elect to receive funds as a First Book Marketplace promo code to purchase books and supplies.
- **Charter Elementary Schools** with 501(c)3 nonprofit status or part of a nonprofit charter management organization.
- **Preschools and Child Care Centers** with 501(c)3 nonprofit status or partnering with a nonprofit organization that will accept the grant and partner with the site on the event. OUSD sites must apply with a nonprofit partner organization.
- **Community & Faith-Based Organizations** with 501(c)3 nonprofit status, serving children ages 0-8, that will host an event at their own facility, at an eligible partner school/preschool, or at another location in the community, such as a library or park. Organizations that provide school-based services are eligible to apply to hold an event at a partner school, but cannot limit the event to only students enrolled in their program. Organizations seeking grants for multiple schools must submit a separate application for each site.

Each school is eligible to receive one grant per school year. If you are planning a school-based event, please notify the principal of your intent to apply in order to avoid multiple applications being submitted by different teachers/partners.

How much can I apply for and how should funds be used?

Grants of \$250 - \$1,000 will be awarded to cover Family Reading Celebration expenses, including books, food, professional read aloud or workshop presenter fees, and raffle prizes. Grant proposals should demonstrate clear and compelling ideas for how the Family Reading Celebration will:

- Engage children ages 0-8 and their families
- Feature a read aloud and/or parent workshop to model effective strategies for reading together
- Connect families with resources and information to encourage reading at home
- Give at least one book to every child in attendance to add to their home collection

Grants may be used for a single, one-time event (e.g. a family reading night) or a series of recurring family literacy activities (e.g. book clubs or read-ins). All grant funded events must take place during the 2018-19 school year.

We encourage grantees to budget for new, high-interest, culturally and linguistically relevant books and professional resources to lead parent workshops or model reading strategies. We can make referrals to organizations that can provide these services. Grant amounts will be awarded based on the expected size of the event and how funds will be used to connect families with high quality resources to support reading.

What is the application process and timeline?

The link to our short online application can be found at www.oaklandreads.org/family-reading-celebration-grants. The deadline to apply is Friday, October 26. Funding decisions will be announced by Friday, November 9. The grant payment schedule will be as follows:

- For events planned through January 31, 2019, grants payments will be awarded in mid-November.
- For events scheduled on or after February 1, 2019, we will send an email two months in advance of your proposed event date to confirm the date and location, as we know plans often shift over the course of the year. Grant checks will be processed upon your confirmation of these details.

What kind of reporting is required ?

Grant recipients will be required to submit an online report including a brief write-up (including the actual budget, number of attendees, and number of books distributed) and photos (with photo releases) no later than one month after the grant funded event. Failure to submit a report will preclude the organization from participating in future grant opportunities.

Event Promotion & Communications

We ask that grantees brand your Family Reading Celebrations as a part of the Oakland Reads campaign. The Oakland Reads logo will be sent to grantees in their grant award email to be used on flyers, signage, and other event promotion materials.

We will have a member of our team join as many Family Reading Celebrations as possible and we will be featuring highlights and photos on our website blog, newsletter, and social media. We invite you to share fun stories and photos of your events with us as soon as possible after your event so we can showcase how our community is working together to support reading success!

Get in touch with us!

For more information along with planning tools and templates, please visit our website:
www.oaklandreads.org/family-reading-celebration-grants.

We invite your questions, ideas, and feedback. We can be reached by phone at (510) 280-3547 or email, team@oaklandliteracycoalition.org.