

# 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 to share a love 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.

Only one grant may be awarded per school or site per school year. Organizations may apply on behalf of one or more sites but are required to submit separate applications for each. 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 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.

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 2019-20 school year.

All grant proposals must 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 supporting reading and learning.
- Give at least one book to every child in attendance to add to their home collections.

Strong proposals will:

- Include the whole school or larger community in high interest activities for children and families.
- Prioritize literacy and learning in their budget and demonstrate how funds will support their literacy goals.
- Establish strong school-to-home connections and/or promote learning in non-traditional spaces.
- Include a budget or plan for acquiring new (or very high quality), high-interest, culturally and linguistically relevant books for all participating children to take home.
- Incorporate professional resources to lead parent workshops, model reading strategies, or provide interactive and engaging activities. We can make referrals to organizations that can provide these services.

### 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](http://www.oaklandreads.org/family-reading-celebration-grants). The deadline to apply is Friday, October 4. Decisions will be made by Friday, October 18. The payment schedule will be:

- For events planned through January 31, 2020, grants payments will be awarded in mid-October.
- For events scheduled on or after February 1, 2020, 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 & Branding

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 invite you to share fun stories and photos of your events with us as soon as possible after your event on social media. You can reach us on Twitter [@oaklandreads](https://twitter.com/oaklandreads) or on Facebook [@oakreads](https://www.facebook.com/oakreads).

### 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](http://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](mailto:team@oaklandliteracycoalition.org).