

American Dream Literacy Initiative Grant

American Library Association

I. Instructions

The American Dream Literacy Initiative Grant is an initiative of the American Library Association (ALA) with funding from the Dollar General Literacy Foundation that seeks to help public libraries in Dollar General communities add or expand literacy services for adult English language learners and/or adults in need of basic education and workforce development. Sixteen public libraries located within 20 miles of a Dollar General Store, distribution center, or corporate office will be selected for this grant opportunity. (Please visit the Dollar General's Store Locator online to confirm that your library is within a 20 mile radius.)

Prior to beginning your library's application, please read the complete Project Guidelines.

To begin, please answer the question below "Project Name" by typing the following in the response text box exactly as it appears: American Dream Literacy Initiative

Project Name*

To begin, please type the following in the field below: American Dream Literacy Initiative

Character Limit: 100

II. Project Director

Note: The Project Director is the person who will be responsible for coordinating all elements of the American Dream Literacy Initiative grant on behalf of the library. All fields are required unless noted otherwise.

Project Director First Name*

Character Limit: 25

Project Director Last Name*

Character Limit: 25

Project Director E-mail*

Character Limit: 254

Project Director Phone Number*

(10 digits, xxx-xxx-xxxx)

Character Limit: 15

Extension

Character Limit: 5

Project Director Title*

Character Limit: 250

Department

Character Limit: 250

Institution*

Character Limit: 250

Address 1*

Character Limit: 250

Address 2

Character Limit: 250

City*

Character Limit: 250

State/Territory*

Choices

Alabama
Alaska
Arizona
Arkansas
California
Colorado
Connecticut
Delaware
Florida
Georgia
Hawaii
Idaho
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi

Missouri
Montana
Nebraska
Nevada
New Hampshire
New Jersey
New Mexico
New York
North Carolina
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island
South Carolina
South Dakota
Tennessee
Texas
Utah
Vermont
Virginia
Washington
West Virginia
Wisconsin
Wyoming
District of Columbia
Puerto Rico
Guam
American Samoa
U.S. Virgin Islands
Northern Mariana Islands

Zip Code*

9 digits, xxxxx-xxxx. If you need to find your 4-digit sort code, you can look it up at the website of the US Postal Service.

Character Limit: 10

III. The Library

Library Type*

Choices

Public Library (Multiple Branches)

Public Library (Single Branch)

Total Population Served*

Choices

- <4,999
- 5,000-9,999
- 10,000-24,999
- 25,000-74,999
- 75,000-149,000
- 150,000-499,999
- >500,000

Community Type*

Choices

- City
- City/Suburb
- Suburb
- Suburb/Rural
- Rural
- Other

Average Monthly Visitors*

Character Limit: 15

Website

Character Limit: 2000

Percentage of population that speaks a language other than English at home*

Character Limit: 250

Number of full-time employees*

Character Limit: 250

Number of part-time employees*

Character Limit: 250

Number of volunteers*

Character Limit: 250

Number of staff or volunteers currently providing literacy services for adult learners*

Character Limit: 250

IV. Proposal Narrative

You will be asked to provide demographic information about your community as well as narrative responses about your project. Before you compose the narrative part of this

application, we strongly recommend that you read the grant guidelines carefully and make note of the word limit for each response. If you do not, your application is unlikely to be competitive.

Please provide the name of your American Dream Literacy Initiative Project*

Character Limit: 250

Do your proposed grant funded activities include:*

(Check any that apply)

Choices

ABE

ESL

HSE

Adult Literacy Need

Indicate the need for literacy services for adult learners and/or basic education and workforce development for adults at your library and in your community. Using the most recent U.S. Census and other data, describe the demographics of the community served by your library.

Which geographical area does your library serve?*

Character Limit: 250

What is the area's unemployment rate?*

Character Limit: 250

What is the median household income in the area?*

Character Limit: 250

What percentage of the population lives below the poverty line?*

Character Limit: 250

What are the estimated literacy rates in the community?*

Character Limit: 250

What is the high school's graduation rate, and if available, dropout rate?*

Character Limit: 250

Project Description*

Describe in detail your proposed project for adult learners, including the following information in your narrative.

- What is the project design?
- Are the services new or an expansion of existing services?
- Whom will you be serving? Is this/are these population(s) new to your community?

- How will you staff this initiative? (including library staff and any contract or partner organizations staff)
- How have data collection and community engagement helped you to determine the needs of the adult learner population you serve?
- How will these literacy services for adult learners benefit the library and the community?
- Will your project include bookmobile-based literacy services for adult learners? If so, please describe your current bookmobile literacy services and how the proposed project will augment those services.

Character Limit: 4000

Outreach and collaboration*

Indicate your plan for working with partners, if applicable, and the community at large to facilitate and promote this project.

- Provide a list of your community partners, if applicable, and indicate what, specifically, each of the partners will contribute to the project.
- How will volunteers contribute to this initiative?
- How will you publicize and promote this project within the library and to the community at large?

Character Limit: 2500

Evaluation and sustainability*

Detail how you will evaluate and sustain this initiative, including the following information:

- This project grant requires use of American Dream Project Outcome tools. In addition to those tools, how does your library measure impact and outcomes for adult literacy efforts?
- Please explain your library's plans for sustaining adult literacy efforts and how the proposed grant funded activities relate to these plans. How will your library continue to provide literacy services when the grant ends?

Character Limit: 2500

American Dream Project Outcome Tool Agreement*

My library agrees to the use the American Dream Project Outcome measurement tools and platform for participant evaluation for any grant funded programs.

Choices

I acknowledge and agree to the terms above.

V. Upload Supporting Material

Please upload supporting materials for your application in the applicable areas.

American Dream Literacy Initiative

Letters of Support*

Upload letters of support from any partner organization(s), community leaders, and/or library administration that are in favor of or will partner with you on your literacy project. You must include **at least two letters of support from community partners**. Letters should include the organization's fiscal and in-kind contributions to the American Dream Literacy Initiative.

File Size Limit: 5 MB

Letter of Support 2

File Size Limit: 5 MB

Letter of Support 3

File Size Limit: 5 MB

Letter of Support 4

File Size Limit: 5 MB

Additional Materials (optional)

Upload any additional materials that support your proposed literacy project. These may include, but are not limited to:

- Sample promotional materials
- Draft of program curriculum
- Videos

File Size Limit: 5 MB

File Size Limit: 5 MB

File Size Limit: 5 MB

File Size Limit: 5 MB

File Size Limit: 5 MB

VI. Project Budget and Justification

Please provide a brief narrative detailing a breakdown of the grant funds you are requesting.

Please categorize anticipated project expenses in the following categories:

Personnel

Collection Development

Outreach and Collaboration Materials

Printing, Design and Distribution Media

Marketing and Production

Technology
Training
Travel
Other (please describe)

Indicate whether they will be covered by grant funds, in-kind funds, or other funding sources. For example, if you are requesting \$5,000 for Collection Development, provide specifics of how you intend to spend grant monies to expand your print, digital, software, and/or online resources.

Please note that grant funds must not exceed \$5,000, funds will be awarded on a one-time basis, and grant funds may **not** be used for bookmobile maintenance. [limit: 500 words]

Budget Justification*

Character Limit: 2500

VII. Certify Authorization

An application for an American Dream Literacy Initiative grant is an application for a grant from ALA, using funding provided by the Dollar General Literacy Foundation. ALA is required by law to ask applicants to identify a certifying official who is authorized to submit applications for funding on behalf of the institution.

Certifying Official First Name*

Character Limit: 250

Certifying Official Last Name*

Character Limit: 250

Certifying Official Title*

Character Limit: 250

Certifying Official Institution*

Character Limit: 250

Certifying Official Email Address*

Character Limit: 254

Certification*

By checking this box and submitting this application, the authorized representative for the applicant organization certifies that all statements contained herein are true and correct to the best of their knowledge and belief; and that the applicant organization (including, when pertinent, each additional library branch on whose behalf it is applying) is neither presently

debarred, suspended, proposed for debarment, declared ineligible, nor voluntarily excluded from participation in this transaction by any federal department or agency.

You can check the status of your institution with regard to debarment at the website of the System for Award Management.

Choices

I agree