FINRA Foundation Library Grants Program — Application

Please refer to the [Application Instructions](https://www.finrafoundation.org/people-we-help/library-grants-program) prior to completing this form.

Save this form using a file name containing the name of your library or organization. Send the completed form as a Word file to [Robert.Ganem@finra.org](mailto:Robert.Ganem@finra.org), using the subject line: “Application from [insert library name]”

Part One: Cover Page

Do not exceed one page.

Today’s Date:

|  |  |
| --- | --- |
| Project Principal  *The Project Principal is the primary contact for the project if funding is approved.* | |
| **Name of Project Principal** |  |
| **Title or Position of Project Principal** |  |
| Organization Name |  |
| Street Address |  |
| City, State, Zip Code |  |
| **Area Code and Telephone Number** |  |
| **Email Address** |  |
| Library Information or 501(c)(3) Fiscal Agent Information  *Please see the Application Instructions.* | |
| **Name of the Library or 501(c)(3) Fiscal Agent** |  |
| Street Address |  |
| City, State, Zip Code |  |
| **Area Code and Telephone Number** |  |
| **Web Address** |  |
| **Nine-Digit Federal Identification Number** |  |

**Project Title**:

**Amount Requested:** $ **Project Duration**: Months

**Provide a one-paragraph summary of your project (please do not exceed the space remaining on this page)**:

Part Two: Qualifications of the Library, Project Principal, and Project Team

Limit to one page or less.

*By submitting this application, the applicant represents that the proposed Project Principal has not been convicted or found in violation of any state or federal securities laws, has not been enjoined or sanctioned by any regulatory authority for those types of violations, and is not named as a defendant in any pending federal action alleging securities laws violations. Please do not remove this paragraph from the application.*

**A. Qualifications of the applicant library**:

**B. Qualifications of the project principal**:

**C. Qualifications of the project team**:

Part Three: Detailed Project Description

Limit to five pages or less.

A. Project Description and Rationale (respond to items 1–7 below)

**1. Describe your project in detail. Explain your strategies, activities, and staff training, making certain they are consistent with the project goals and outcomes specified in section C below. Explain how the project will meet the financial capability and/or investor education needs of library patrons**:

**2. Explain why you have adopted this approach**:

**3. Explain how the project will help ensure diversity, equity, and inclusion in the provision of personal finance education and information**:

**4. Describe how you will use the FINRA Foundation’s online staff training courses in your project. See** [**http://smartinvesting.ala.org/staff-training/on-line-self-paced-reference-course/**](http://smartinvesting.ala.org/staff-training/on-line-self-paced-reference-course/).

**5. Describe how you plan to use available technology to help ensure convenient, timely, high-quality access to financial and/or investor education for library patrons**:

**6. Briefly explain your plan for ensuring continuity of the proposed grant-funded activities and services in the event that pandemic-related social distancing becomes necessary**:

**7. Describe how the project will be sustained following the conclusion of the grant term**:

**B. Target Audience**

**Describe the target population whose financial capability will be addressed by the project. Include the estimated number to be served and relevant demographic information**:

**C. Goals and Outcomes**

**State up to four goals that indicate how the target audience(s) will benefit from the project. At least one goal should relate to your marketing and outreach plandescribed in the next section. Be sure that your goals address diversity, equity, and inclusion in the provision of personal finance education and information. For each goal, provide up to three measurable outcomes that serve as indicators of the completeness and success of the project**:

Part Four: Marketing and Outreach Plan

Limit to two pages or less.

**A. Describe the communication and outreach strategies and vehicles you will use to keep the target audience informed and engaged. Explain why you believe these strategies will be effective**:

**B. Describe how your marketing and communications efforts will ensure equitable and inclusive participation in the proposed activities and services**:

**C. Describe how the use of technology will maximize the effectiveness of project marketing and outreach efforts**:

Part Five: Evaluation Plan

Limit to two pages or less.

**Describe your evaluation plan and the types of data you will use to measure project outcomes. Your evaluation plan should be consistent with the goals and outcomes specified in Part Three above**.

Part Six: Project Partners

Limit to one page or less.

**Describe your partners (including your marketing partners) and the roles each will play in the project.**

**Partners may include nonprofit or for-profit organizations, government agencies, and other libraries. Partners may not include securities firms, securities trade associations, banks, or other financial firms**:

Part Seven: Timeline

Limit to two pages or less.

**Provide a single, sequential timeline for your project, indicating the dates of major activities and milestones. Be certain to include the project start date and end date. The earliest start date for your project should be in July 2022, though it may be later**.

Part Eight: Budget and Budget Narrative

Limit to two pages or less.

**Please provide a line-item budget followed by a budget narrative explaining each line item. Note that indirect costs or overhead must not exceed 10% of the other grant expenditures. Collection development costs must not exceed 10% of the grant request.** **Be sure to consider any costs related to marketing and evaluating your project. The maximum grant request is $50,000. Review the Application Instructions for further information on permissible uses of grant funds**.