

[PROJECT TITLE]

EXECUTIVE SUMMARY

WHAT: [Project Name] What is the name of THE PROJECT?

WHO: [Mission statement] Who will THE PROJECT serve?

WHY: To support and expand the current youth program located [location], as well as serve area youth and youth-serving organizations around the city through the use of the arts and technology. THE PROJECT goals are to:

Goal: Increase our youth’s digital media and technology skills through training, production and distribution.

Goal: Expand the current youth program to incorporate youth development activities, including leadership, teambuilding and community building.

Goal: Increase collaboration and community involvement between youth and local groups through various activities.

HOW: THE PROJECT will hire and train staff, including a Full-Time AmeriCorps VISTA worker, teacher(s) and support staff/interns; partner with other local youth-serving organizations to teach Youth Development; develop and implement expanded curriculum; acquire various imaging, video/audio production equipment (lighting, microphones, etc.), applications and tools for delivery/distribution. [Organization Name] is requesting [\$] for two years to help attain THE PROJECT goals and implements the expanded Project, including a Youth Media Club.

ORGANIZATIONAL BACKGROUND

[Mission statement and organization’s info goes here.]

PROPOSED PROJECT PLAN

THE PROJECT serves area youth and youth-serving organizations around the city through the use of digital media. Currently, THE PROJECT provides six-week training sessions that explore literacy, the arts and technology, youth development and community building, as well as promote “21st Century Literacy” by providing youth with comprehensive skills through direct and project-based training in a broad range of practical, expressive and interactive applications. Also,

THE PROJECT fosters community building and collaboration through active networking with other community-based organizations.

With this proposal, we are asking [Foundation Name] to fund the further establishment of THE PROJECT. Your generous funding will allow us to expand our current model to create a more integrated program that includes training, production, distribution, and youth development, serve an additional 40 youth per year, implement a Youth Media Club, finish a two-year period with strong evaluative processes in place, and an expand our network of community peers. This way instead of offering only six-week training sessions for [#] youth at a time, we would be able to extend training and activities for approximately [#] youth throughout the course of the year, including a range of activities that foster digital/visual literacy, youth development and collaboration.

The goals for THE PROJECT supported in part through the Grant are as follows:

Goal: Increase our youth's digital media and technology skills through training, production and distribution.

Objective(s): To offer a more comprehensive training program, including still imaging, dynamic media, music/sound, and interactive design, based on levels. Also, include non-training hours in production and distribution, including screenings, TV/Web broadcast, CD/DVD authoring and emerging technologies.

Goal: Expand the current youth program to incorporate youth development activities, including leadership, teambuilding and community building.

Objective(s): To offer new youth development activities by establishing a Youth Media Club that includes sessions in leadership, teambuilding and community building.

Goal: Increase collaboration and community involvement between youth and local groups through various activities.

Objective(s): To collaborate with existing and new community partners on production and youth development activities, especially leadership, interviewing and organizing, media and community building, media/technology strategy, etc.

By attaining these goals and objectives, THE PROJECT will be able to implement the Digital Media and Youth Development activities. Participants will not only learn how to use the technology for expression via TV, the Web and other emerging technologies, they will learn how to connect with peers and their community to produce digital art projects that respond to the needs of their community and address other important issues. Also, they will learn to build portfolios as individuals, work together as teams, and gain high-tech skills crucial to advancement in the global economy. Also, they will have opportunities to mentor less experienced youth and to practice leadership through participation in national, regional and local conferences.

THE PROJECT currently serves approximately [#] youth per year that are predominately African American, Haitian, Cape Verdean, Latino/Hispanic, and Asian, between the ages of 10 and 18. Most of these young people come from low-to-moderate income households. [Organization Name] enables local communities to view and respond to THE PROJECT activities through exposure via TV, the Web, and distribution of interactive CD/DVDs that extend the audience for our youth projects.

By [End date of grant], [Organization Name] will design an interactive web site with streaming media of youth content, portfolios and other resources. Thus, youth will be able to share their own stories and interact with their communities in new and exciting ways. As participation in the program includes membership, the young people will be encouraged to remain active members to continue in activities even beyond the duration of THE PROJECT.

[Organization Name] will offer an expanded Project over four quarterly sessions per year including:

- Four after-school/summer **training** sessions,
- Four after-school/summer **production** sessions,
- Delivery/distribution of youth projects via TV, Web and CD/DVD.
- An existing peer mentor program that offers summer employment to up to 4 qualified youth leaders.
- Participants will be encouraged to continue in the program, advancing from session to session. Completion of all training levels will take approximately four to six sessions.

- Participants who reach more advanced levels and actively participate in **youth development** classes will be invited to apply to work as Peer Mentors, earning a small stipend and helping to teach newer, less experienced participants.
- Selected Peer Mentors will lead activities in the **Youth Media Club**.

THE PROJECT curriculum will follow established standards described in THE PROJECT materials. The curriculum is project-based and integrates media and technology projects with leadership and community building, through collaboration with peers and community groups.

Participants in the **Youth Media Club** will learn how to:

- Plan, produce and deliver their own digital imaging, dynamic media, music/sound or interactive project,
- Explore leadership and lead discussions/projects in the Youth Media Club,
- Author/develop Web, CD/DVD projects.
- Explore pathways in media arts and technology, including job readiness and college preparation/portfolio development,
- Submit digital art projects to be cablecast on Public Access TV channels, and
- Become involved in making decisions about projects and taking ownership of THE PROJECT within their communities.

The Youth Media Club will brainstorm, explore and produce projects relevant to teens and their community and these topics will inspire the themes for ongoing digital art projects. This Club will meet regularly, bringing together youth, community and organizational leaders, including the [Organization Name] Board of Trustees and the Executive Director. Also, this Club will serve to select youth leaders to assist with community education and outreach and to represent [Organization Name] and THE PROJECT in the community and through regional and national conferences.

[Organization Name] will recruit THE PROJECT youth by:

- Mailing flyers to local youth-serving agencies,
- Posting electronic notices on various electronic mailing lists,

- Posting flyers at local youth serving centers such as the YMCA and Boys & Girls Clubs,
- Printing notices in city’s public school publications that are disseminated yearly to hundreds of local public schools and households,
- Cablecasting announcements on Public Access TV channels,
- Posting announcements on the THE PROJECT web site and other web sites serving youth, and
- Hosting at least two THE PROJECT Open Houses or special events,

In order to be accepted into the program, applicants must show interest in digital media, and technology, and must be available to participate for at least 6 weeks. Our project partners will also help identify individuals and youth groups to participate in THE PROJECT.

PARTNERSHIPS

The PROJECT staff will expand and leverage the scope of the program through collaboration with other local community-based organizations, as well as connect with community technology and media centers across the country.

Members of THE PROJECT Partnership include [list names of partners]. These organizations will help to recruit youth groups to participate in THE PROJECT, as well as provide support for some of THE PROJECT activities, e.g. leadership, and community building. For example, the [Partner Name] program offers workshops for youth and college students, to explore issues around violence prevention. [Partner Name] will work with THE PROJECT to help implement the Youth Leadership and Development component of THE PROJECT, develop a TV show “for youth by youth”, as well as a “person on the street” project. Additionally, [Partner Name] and others will assist with recruitment and explore other activities.

Other partners include [Partner Names], organizations that provide job readiness training and placement for local youth. Both will select youth to work as peer mentors to launch the next phase of the THE PROJECT program.

For the THE PROJECT’s next phase, [Organization Name] will collaborate with partners to provide training for staff in digital media, youth leadership and development, that will help THE

PROJECT youth engage in the creation and dissemination of media that will strengthen their community's outreach and activism. By working with these partners THE PROJECT will be able to explore social change issues such as non-violence, history and organizing, youth empowerment, issues of poverty, racism and more.

[Organization Name] will establish memorandums of agreement with all partners concerning project collaboration.

ASSESSMENT

Assessment tools will track individual progress and overall achievement and document the success of THE PROJECT.

Individual assessment methodologies will be geared to ascertainment of individual youth needs, objectives and performance. To support the youth-centered philosophy of THE PROJECT, staff utilizes a comprehensive individualized plan to assess the progress of each participant.

Each plan has goals and short-term objectives in two areas:

- **Digital Media** – Developing skills in digital media production such as using the scanner, digital video camera, and other skills such as digital video production and animation.
- **Youth/Personal Development** – Developing social, or leadership skills through collaboration, brainstorming/research and idea generation.
- **Open Studio** – Acquiring personal and portfolio development skills.

Assessment steps include:

1. Interview and/or survey each participant to assess his or her knowledge, interests, & skills
2. Identify skill level* and select appropriate plan/project. (*This requires long-term assessment and on-going participation.)
3. Create an electronic portfolio to support the plan(s) and collect digital artwork.
4. Begin documenting progress and indicate when objectives are reached.
5. At the end of program or project, complete assessment, including documenting evidence of achievement through one of more of the following:
 - Certificates of Achievement
 - Portfolio

- Web site (design, streaming media, gallery, etc.)
- Project CD/DVD compilation

Data and portfolios will track individual progress and overall achievement, and documenting success, strengths, and areas of improvement. Also, the portfolios will be used for outreach, as tools for program development, and as examples to share with other organizations. Also, the portfolios will be made available in print, on-line and on CD or DVD.

[Organization Name] and THE PROJECT staff will work with [Foundation Name] staff and consultants to evaluate THE PROJECT. Together, we will create indicators of success, design and field test evaluation instruments, pilot specific evaluation methods, tabulate and report results, and create detailed evaluation plans.

PROGRAM STAFF

THE PROJECT will work closely with the Youth Coordinator, as well as THE PROJECT teachers, interns and peer mentors. Teachers and peer mentors will be required to meet certain criteria and standards, including exhibiting an interest in and knowledge of digital art (multimedia), youth development, and the ability work directly with [Organization Name] staff and youth who participate in the program. An initial group of peer leaders will be identified from various feeder programs.

We are looking to establish a team of experienced digital media teachers, or youth workers to achieve THE PROJECT objectives. Key staff will include a Full-Time AmeriCorps VISTA worker, Part-Time Youth Coordinator, Teachers and Peer Mentors, and Digital Media and Tech Support Specialists. The Youth Coordinator will meet with THE PROJECT staff periodically and assist with management oversight as needed.

[VISTA or Youth Coordinator Bio Here]

WORK PLAN

[Enter Work Plan and Timeline Here]

CHECK LIST: DO NOT INCLUDE THIS PAGE

Use this check-list as you assemble the proposal. Label the appendices with the appropriate letters. As you put each element into the program package, put an “x” in its box. Then you can easily run your eye down this page and make sure you have everything in order.

- 12 page narrative containing: Organizational Background, Project Description, Assessment
- Project Timeline/Work Plan
- Project Budget
- Application, Hardware and Equipment List

The following appendices are named in THE PROJECT Narrative. If you decide not to include any of them, make sure to find the reference in the narrative and alter or delete it.

- Appendix A: THE PROJECT Program Materials and Sample Lesson Plan
- Appendix B: THE PROJECT Assessment instrument
- IRS 501(c)(3) letter
- Organization’s business or strategic plan (if available)
- Organization’s operating budget for current fiscal year
- Most recent audited financial statements
- Short biographical description of management team
- List or organization’s Trustees or Board members
- List of organization’s five largest funders in the past two years
- Sample products from previous youth activities
- Example of program curricula
- Previous evaluations of program effectiveness