



American Dream Literacy Initiative



How to Apply

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Director, American Dream Literacy Initiative

Deputy Director, ALA Public Programs Office





THE **American Dream**
Literacy Initiative



Initiative History



7 rounds

Grants were disbursed in 2008, 2010, 2013, 2015, 2017, 2018, and 2019



230 grants

to urban, suburban, and rural libraries



202 libraries

in 33 states



More than

\$1.6 million

granted to libraries

Grant Round 8

- Applications Now Being Accepted
- Deadline to Apply is January 29, 2021 by 11:59 pm (CST)



Grant Benefit

- **One-time award of \$5,000** to develop collections and services for adult learners and/or expand existing programs, add services and foster community partnerships



Eligibility

Public Library



With demonstrated need and capacity to provide literacy services for adult English language learners

Dollar General Community



Must be located within 20 miles of a Dollar General Store, distribution center or corporate office

Previous Grantees

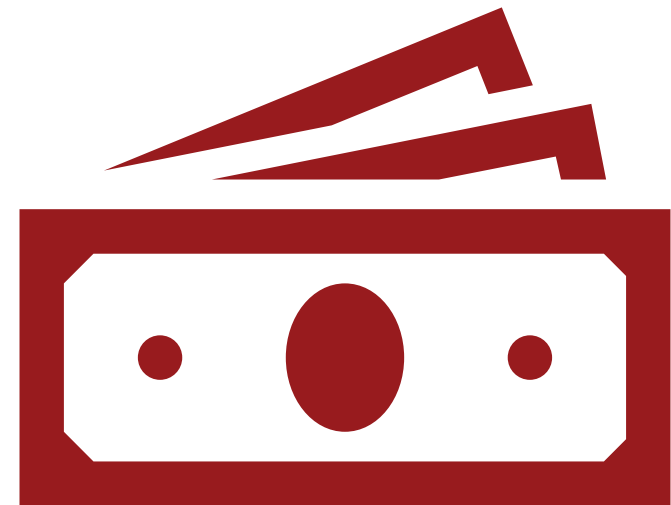


Are eligible to apply for an additional year of funding

Eligible Expenses

- Personal protective equipment
- Collection Materials
- Tech equipment
- Project Supplies
- Library staff time, contractors, teachers and tutors
- Payment to project partners for reimbursement or direct funding of services and support provided
- Additional literacy training for library staff
- Promotion and publicity

Grant funds *may not* be used for bookmobile maintenance and indirect costs.



Grant Requirements

- Spending and Reporting
- Project Support
- Information Sharing and Marketing



Spending and Reporting

- Spend the money
- Submit any requests for budget variances or extensions in writing to ALA
- Use the Public Library Association's Project Outcome tool
- Submit final report to ALA



Project Support

- Participate in four online learning sessions:
 - Cohort Orientation
 - Measuring Success Using PLA's Project Outcome
 - Media Training
 - Reporting and Evaluation



Information Sharing and Marketing

- Develop communication plan
- Share insights and best practices
- Acknowledge funders
- Inform local and statewide library networks
- Inform local Dollar General Store



AMERICAN DREAM LITERACY INITIATIVE

A Project of the Dollar General Literacy Foundation & the American Library Association



Through the **American Dream Literacy Initiative**, the American Library Association (ALA) and Dollar General Literacy Foundation offer annual grants to U.S. public libraries to expand services for adult English language learners or adults in need of basic education and workforce development.

Public libraries are eligible if they serve adult English language learners and are located within 20 miles of a Dollar General Store, distribution center or corporate office. [Visit the Dollar General Store Locator.](#)

Please select from the following options:

- [Apply online](#)
- [Project guidelines](#)
- [Frequently asked questions](#)



<http://www.ala.org/tools/programming/american dream>

Create an Account or Log On

← → ↻ grantinterface.com/Home/Logon?urlkey=AMALA ★ E ⋮



Logon Page

Email Address*

Password*

Log On

Create New Account

[Forgot Your Password?](#)

Welcome to the American Library Association's Grant Management System.

New Users: Please click on "Create New Account" to complete the registration process and create your logon credentials. Be sure to keep this login information for your organization's records.

Existing Users: If you have already used our new online grant system, but have forgotten your password, please click "Forgot Your Password?" and follow the instructions.

If you have applied to one of the ALA Public Programs Office's grant programs before, but not using this new system, please refer to the "New Users" instructions above.

Not Sure? If you think that you or someone at your organization has already registered in the system, do not create a new account. Please contact our [Grant Administrator](#) to receive your username.

Create an Account or Log On

← → ↻ grantinterface.com/Home/Logon?urlkey=AMALA ★ E ⋮



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Creating a New Account

← → ↻ grantinterface.com/User/Register?urlkey=AMALA 🔍 ☆ 📄 E ⋮

Cancel Account Creation

Create New Account

If you already have an Account, click the 'Cancel Account Creation' button to go to the Logon page

⚠️ Using the browser's back button will delete your registration information.

ℹ️ This registration process has multiple steps you must complete before you can apply.

Fields with an asterisk (*) are required.

Organization Information

Organization Name*

Elena's Test Account

Web Site

Telephone Number (###-###-#### x###)*

312-280-5286

Organization Email

Address 1*

123 Test Street

Address 2

City*

Chicago

State*

IL

Postal Code*

60601

Country

Next >

Creating a New Account

← → ↻ grantinterface.com/Home/EmailConfirmation



Email Confirmation

 You will be receiving emails from this system about your request.

To ensure you receive emails from this system we have sent you an email to confirm your account was created successfully. If you do not see an email from *American Library Association* <administrator@grantinterface.com>, look in your junk or spam folder.

To remove *American Library Association* <administrator@grantinterface.com> from your spam filter, use the link below.

[Click Here](#) for a tutorial about removing email addresses from spam filters.

- I have received the email
- Continue without checking
- I have not received the email

[Send Email Again](#)


[Continue](#)

Creating a New Account

 Apply

Enter Access Code

Enter Code

 If you have been provided with an Access Code, you may enter it in the box at the top of the page.

 Quick Search 

Libraries Transforming Communities: Focus on Small and Rural Libraries Implementation Grant


Accepting Submissions from 08/21/2020 to 12/02/2020



Libraries Transforming Communities (LTC): Focus on Small and Rural Libraries is an initiative of the American Library Association (ALA) that seeks to provide community engagement resources and opportunities specific to the needs of library workers serving small and rural communities.

Prior to beginning your library's application, please read the complete [Project Guidelines](#).

 Preview

 Send to GrantHub



Starting Your Application



Apply

Fax to File

Apply

To start a new application, click the **Apply** button to the right. If you'd like to preview the application form you can do so by clicking on the **Preview** button. *(Please note, any work that you do in preview mode will not be saved.)*

American Dream Literacy Initiative Grant Accepting Submissions from 11/02/2020 to 01/29/2021 **Apply**

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](#).

Preview **Send to GrantHub** **i**

Starting Your Application



Apply

Fax to File

Application

Question List

⚠ Due on 10/29/2020 11:45 PM CDT.

ℹ Fields with an asterisk (*) are required.

∨ 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

I. Introduction



Apply

Fax to File

Application

Question List

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∨ I. Instructions

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Project Name*

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

II. Project Director

∨ 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*

Project Director Last Name*

Project Director E-mail*

Project Director Phone Number*

(10 digits, xxx-xxx-xxxx)

III. The Library

▼ III. The Library

Library Type*

Total Population Served*

Community Type*

Average Monthly Visitors*

Website

III. The Library

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

Number of full-time employees*

Number of part-time employees*

Number of volunteers*

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

IV. Proposal Narrative

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

Do your proposed grant funded activities include:*

(Check any that apply)

- 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?*

What is the area's unemployment rate?*

IV. Proposal Narrative

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.

IV. Proposal Narrative

Project Description*

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

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- 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.

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?

IV. Proposal Narrative

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?

IV. Proposal Narrative

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?

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.

I acknowledge and agree to the terms above.

V. Upload Supporting Materials

✓ V. Upload Supporting Material

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

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.

Upload a file [5 MiB allowed]

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

Upload a file [5 MiB allowed]

VI. Project Budget and Justification

✓ 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]

VII. Certify Authorization

✓ 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*

Certifying Official Last Name*

Certifying Official Title*

Certifying Official Institution*


Submit Application

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](#).

I agree

 Due on 10/29/2020 11:45 PM CDT.

Abandon Request

Save Application

Submit Application

TIPS FOR A SUCCESSFUL APPLICATION

- Read the guidelines carefully
- Answer all the questions
- Provide numbers and examples to justify what you are saying in your narrative
- Find partners
- ALA Public Programs staff is happy to offer pointers and answer questions. Email publicprograms@ala.org



QUESTIONS?