

**Application Instructions and Criteria for Selection
for the Helen E. Ellis Charitable Trust Grants
2010-2011**

Application Instructions

1. Project title: the name of the project should be descriptive of the activity.
2. Name of venue/organization: this is the place where event will be held. If this is a publication or type of media, note "Not applicable."
3. Name of director and Westport sponsor: this is the person who gave permission to use their organization and/or facility for your project. In addition, any involvement with the Westport Community Schools must include a letter of approval from Superintendent Galton. Examples include: any program that would take place within the school day; the use of a school building; school-based distribution of materials promoting an out of school project; and the involvement of teachers for their advisory role on a project. Letter(s) must accompany application.

Sponsor address: this is their street address. Add mailing address if different.

4. Target Audience: identify the target groups that you hope to attend and their projected numbers. Note that the number of people who benefit is NOT a criterion for funding.
5. Briefly describe your activity: the clarity of what you want to do will help our review of the application.
6. Please note the following: if participatory the nature of the participation should be noted in the description. If this will be a permanent installation, the sponsor letter should note agreement for the installation.
7. Describe the public benefit for Westport: specify how the Westport community will be involved either as presenters and /or audience. Note the unique aspects of your project. Whenever possible, activities that we fund should be available to the public, including people with disabilities.
8. Please identify the newspapers and/or periodicals that you will use, as well as websites. If you plan to distribute posters and flyers, identify the general locations for distribution.
9. Qualifications of key personnel: summarize and include supporting material as attachments. The people who carry out the project must be named, and qualifications briefly mentioned on the application. Back up material, especially recommendations that address your project, are helpful in decision making.
- Bu 10. Budget Information: outline all the expenses with the total cost. Under income specify the in-kind contributions of staff, or services or space. The projected expenses and income, including cash as well as in-kind services should be equal. The projected income should include the amount needed from the Helen Ellis Trust.

**Please call us to discuss any questions you have about the application or the criteria.
Carol Vidal, 508 676-8994**