

ALABAMA PUBLIC HUMANITIES GRANTS 2022 Guidelines

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OUR MISSION

The Alabama Humanities Alliance (AHA) exists to provide context, build empathy, and make our state a more vibrant place to live. All through the humanities.

ABOUT US

Founded in 1974, the Alabama Humanities Alliance is a state affiliate of the National Endowment for the Humanities and the primary source of grants for public humanities programming in Alabama. As a statewide nonprofit, we're passionate about using the humanities to make Alabama better. AHA supports programs that encourage impactful storytelling, lifelong learning, and civic engagement. We provide Alabamians with opportunities to appreciate our diverse cultures, connect with our communities, and to see each other as fully human.

AHA awards Alabama Public Humanities Grants on an ongoing basis. These grants support public humanities programming in communities statewide, helping to promote the appreciation and understanding of history, literature, civics, culture, and more.

ABOUT THE HUMANITIES

The humanities are a set of disciplines related to human culture and the study of how people process and document the human experience. The humanities emphasize analysis, interpretation, and dialogue to provide cultural context to stories and ideas that allow us to reflect on who we are as individuals and members of a global society. Exploring humanities subjects — such as Alabama's diverse heritage, traditions, and history — encourages critical thinking and gives us the opportunity to relate to others.

AHA funds all grants through support from the National Endowment for the Humanities (NEH), which defines the humanities disciplines as follows:

- Language and linguistics
- Literature
- History
- Philosophy and ethics
- Jurisprudence
- Archaeology
- Comparative religion
- Art history, theory, and criticism
- Social sciences employing humanistic methods



AHA STAFF CONTACT

AHA's grants director is available to provide guidance on eligibility, project ideas, budget questions, and technical difficulties. Comments and suggestions are based solely on prior experience with grant review sessions and do not guarantee funding.

Applicants may contact AHA's grants director, Graydon Rust, at grust@alabamahumanities.org or 205-558-3997. Additional information is available online at alabamahumanities.org/grants.

WHO WE FUND

The Alabama Humanities Alliance awards grants to Alabama-based nonprofit organizations, accredited public and 501(c)(3) institutions of higher education, state and local government agencies, and federally recognized Native American tribal governments. All applicants must have an EIN and UEI number and must be in good standing with AHA, NEH, and the federal government.

Applicants often include the following types of organizations:

- Libraries and archives
- Museums and historic sites
- Cultural and community organizations
- Civics clubs and historical societies
- Religious organizations
- Colleges and universities
- Municipalities and government entities
- Film, television, and digital media producers

AHA does not award grants to individuals, out-of-state, or for-profit organizations without the support of a co-sponsoring organization that meets all other eligibility requirements and serves as a fiscal sponsor. Co-sponsoring organizations must be project partners and contribute substantively to the project beyond their fiscal responsibilities.



WHAT WE FUND

AHA awards grants to support public humanities projects for a variety of topics and formats, and encourages applicants to develop imaginative proposals for their audiences. (Note: See page 6 for a breakdown of primary project components.)

The three essential components of successful grant proposals are:

1. Public participation
2. Strong humanities content
3. Direct involvement of humanities scholars.

AHA often funds the following types of projects:

- Lectures and panel discussions
- Conferences, symposia, and festivals
- Book or reading discussions
- Teacher workshops
- Oral history projects
- Documentary films or series
- Podcasts, apps, or other digital media

WHAT WE DON'T FUND

AHA does *not* fund lobbying, advocacy, or social action; fundraising; general operating support; construction or restoration; individual research or scholarship; the publication of books; study towards an academic degree; or permanent installations.

AHA does *not* fund general arts education or projects that emphasize the creative process of art (theater, dance, music, creative writing, visual arts, etc.) rather than the interpretation and discussion of the cultural, aesthetic, or historical contexts of art.

AHA is *unlikely* to fund projects that emphasize skills training, motivation, empowerment, leadership, economic development, or the process of learning rather than the interpretation and discussion of specific humanities issues.



GRANT CATEGORIES

Mini Grant (up to \$2,500)

Designed for flexibility, mini grants feature a simplified and quicker application process to support a broad range of projects, including planning activities for future programs. Mini grants do *not* require cost share matches. Project activities cannot begin until at least 45 days after the application deadline.

Major Grant (up to \$10,000)

Major grants represent the majority of AHA grant proposals and support a broad range of projects. Major grants require a 1:1 cost share match, including cash and in-kind contributions. Project activities cannot begin until at least 60 days after the application deadline.

Media Grant (up to \$15,000)

Media grants provide support for large documentary films, television and radio programs, and digital or web-based projects. Media grants require a 2:1 cost share match, including cash and in-kind contributions. Project activities cannot begin until at least 75 days after the application deadline.

APPLICATION PROCESS

AHA encourages all applicants — and particularly first-time applicants — to contact AHA's grants director to discuss project ideas and verify eligibility before beginning the application process. Contact Graydon Rust at grust@alabamahumanities.org or 205.558.3997.

AHA is committed to providing support throughout the application process, including feedback on preliminary applications meant to strengthen final proposals.

How to apply: AHA's application process is entirely digital. To apply for a grant, you must first create an account through our [Online Grant Management System](#).



APPLICATION DEADLINES

| Grant category | Preliminary application | Final application | Award notification |
|----------------|---|--|--------------------|
| Mini Grant | Not required | Due first of each month | 30 days |
| Major Grant | February 15 May 15 August 15 November 15 | March 15 June 15 September 15 December 15 | 60 days |
| Media Grant | May 1 | June 1 | 75 days |

Payments

AHA will release **90%** of awarded funds upon receipt of an executed grant agreement. AHA will release the balance of awarded funds upon receipt and approval of all required reports.

**GRANT REQUIREMENTS:
PRIMARY PROJECT COMPONENTS**

I. Public participation

AHA-funded projects should connect the public to humanities topics and themes through programs that respond to community interest, encourage dialogue, and stimulate audiences to think critically about humanities topics. Projects must be open to a non-academic audience and should target a diverse audience, including underserved populations and locations.

AHA prioritizes funding programs that are open to the public at no cost. Applicants may, however, charge modest fees when necessary. When charging fees, AHA encourages applicants to offer scholarships, free admission days, and other flexible admission policies to keep projects accessible to the broadest possible audience.

Applicants may design projects to target a particular population, such as teachers, veterans, the elderly, or the incarcerated. However, applicants may not limit participation to dues-paying members of a specific organization. For programs held at colleges or universities, applicants must demonstrate a commitment to reach an audience beyond the campus community.



II. Humanities content

The subject and topic of all AHA-funded projects must include one or more of the humanities disciplines as defined by NEH (see page 2). Humanities content should be central to the project and adequately explored and interpreted through quality humanities scholarship.

Applicants should present humanities themes and content to their audience in an engaging format that stokes curiosity, promotes reflection, and allows people to better understand the diverse and complex world in which they live.

Public programs should encourage dialogue by presenting balanced viewpoints and raising questions among scholars and the audience. Projects that deal with potentially controversial topics must give fair consideration and expression to alternative viewpoints. Applicants cannot advocate partisan or political courses of action, and projects that address religious topics must avoid any component that promotes advocacy or conversion.

III. Humanities scholars

AHA-funded projects must include the involvement of at least one humanities scholar to provide in-depth knowledge of the humanities content and support adequate interpretation of the material. NEH defines a humanities scholar as an expert in one or more humanities disciplines.

A scholar's expertise may result from holding an advanced academic degree in the humanities, from a verifiable record of working, teaching, or publishing in the humanities, or from serving as the keeper of community traditions and knowledge. Examples of scholars include a tribal elder, an independent expert on American Literature, and a history professor at a university.

Humanities scholars may serve the project in a variety of roles, including as consultants, researchers, presenters, and evaluators. In general, humanities scholars must have expertise relevant to chosen topics and should be involved in both the planning and implementation of the project. AHA prefers to fund projects that connect the audience directly with scholars.



While AHA only requires one humanities scholar per project, applicants should connect with additional scholars when appropriate. For major and media grant applications, applicants must involve at least one scholar who is not also serving as the project director. Applicants may also benefit from the involvement of professionals who may not meet the definition of a humanities scholar, including public educators, artists, librarians and archivists, and scholars from non-humanities disciplines.

GRANT REQUIREMENTS: ADMINISTRATIVE REQUIREMENTS

Cost share

The amount and type of cost-sharing, or cost-matching, required for AHA-funded projects varies by grant category. In general, the cost share consists of all project expenses not attributed directly to potential funding provided by AHA, including funding from the applicant's own budget, cash raised from third-party sources, anticipated program income (such as admission fees), or in-kind contributions (donated time or services).

All cash and in-kind contributions provided to a project by a grantee are acceptable as cost sharing when they meet the below criteria. They must:

- Be verifiable from grantee's records
- Be necessary and reasonable for the proper and efficient accomplishment of project objectives
- Be used to support activities that are included in the approved project narrative
- Be incurred during the grant period
- Be allowable under applicable federal cost share requirements
- Not be included as contributions for any other federally assisted program

When an applicant is not able to calculate the exact cost involved in contributing its own equipment, space, services, etc. to the project, then the applicant must indicate in the project budget the basis for determining the value of the contribution. AHA encourages applicants to be thoughtful when calculating cost share matches, as AHA reports all cost sharing data to NEH.



Project director

AHA requires all applicants to name a Project Director who is responsible for implementing the project. The Project Director will serve as the primary contact with AHA in all aspects regarding the grant and is responsible for submitting all reports.

Financial officer

AHA requires applicants to name a Financial Officer to oversee all record-keeping and accounting of grant funds, matching contributions, and services received. The Financial Officer may *not* also serve as the Project Director. The Financial Officer is usually a qualified accountant or bookkeeper and may be from the applicant organization, the co-sponsoring organization, or a third party. The Financial Officer, in consultation with the Project Director, is responsible for producing the financial portion of all reports.

Project evaluation

AHA requires applicants to submit an evaluation plan that is appropriate for assessing the project's identified goals. Evaluations are meant to gather the feedback necessary to improve future programming and may include audience surveys and questionnaires, independent evaluators, and evaluation consultants.

Grant period

Applicants request their own grant period start and end dates based on their project timeline. The grant period may not begin before the final application deadline and cannot overlap with any open grant awards to the same organization. All expenses attributed to the AHA award or the applicant cost share must be incurred within the grant period.

The grant period must end no later than three years after the final application deadline. Final reports will be due 90 days after the grant period ends.

Repeat funding

Organizations may only have **one** open grant with AHA at any time, and AHA will not fund the same project through awards to multiple organizations.

AHA encourages all applicants to close any open grant awards before applying for a new project. In some instances, however, organizations may begin the application process for a new project if their current project is set to close before AHA announces



new award decisions. For colleges and universities, AHA considers each academic department or affiliate as a separate organization when considering repeat funding.

In the case of annual programs or multi-part projects, AHA will only fund the same program or project for **three** consecutive years. After the third year, organizations must sit out one calendar year before reapplying for the same project. When sitting out a year, applicants may apply for funding for a different project.

AHA will consider an organization's past award activity as an example of the organization's capacity to plan, execute, and administer successful projects. AHA will also consider and evaluate each application on its individual merits and does not guarantee repeat funding.

Post-award responsibilities

AHA funds all grants with federal funds provided by the National Endowment for the Humanities under CFDA 45.129 Promotion of the Humanities Federal/State Partnership. Grantees must remain in compliance with all AHA, NEH, and federal guidelines for subrecipients of federal awards.

Applicants may contact AHA for sample copies of grant agreements and other resources related to post-award responsibilities, such as reporting requirements, financial management standards, acknowledgment of support, and compliance with applicable federal laws.

GRANT REQUIREMENTS: BUDGET REQUIREMENTS

AHA requires all applicants to submit a full project budget using AHA's budget narrative template supplied on all application and reporting forms. The applicant's budget should illustrate all monetary aspects of the project, including how the applicant will spend AHA funding and the cost share match, including both cash and in-kind support from both the applicant and third-party sources.

An organized and thorough budget bolsters a proposal and instills confidence in AHA's reviewers that the applicant has the capacity to complete the project successfully. The



line items included in the budget should be well-researched and organized into the following categories:

1. Administration

AHA does not directly fund administrative expenses, but applicants may apply administrative expenses to their cost share match. Such expenses often include salaries, including fringe benefits, for personnel such as the Project Director, Financial Officer, and other personnel employed by the applicant who are directly involved in project management.

Applicants may include volunteer services as cost shares if the service is an integral and necessary part of the project. Volunteer services should be calculated at a rate ordinarily paid for similar work by the organization or other employers in the same labor market.

2. Honoraria

Honoraria includes payments to humanities scholars, professionals, and other resource personnel directly involved in the project. Expenses for salaried employees of the applicant's organization are not eligible for AHA funding and should be included as cost share match, except in the case of salaries and fees for production staff involved in media grants. Applicants may employ interns, students, or similar positions for project activities if individuals are not receiving academic credit for their work. AHA does not fund teacher or participant stipends.

AHA strongly encourages applicants to compensate humanities scholars for their time, expertise, and involvement in the project. AHA recommends the following rates for varying project components and scholar roles. If applicants wish to request additional funding for scholar honoraria, AHA recommends providing justification for doing so in the notes section of the budget. Applicants may also augment scholar honoraria through their cost share match.



Honoraria recommendations

| Humanities scholar role | Honorarium rate: per day/program | Honorarium rate: lump sum maximum |
|------------------------------------|-------------------------------------|--------------------------------------|
| Advisors, consultant, or evaluator | Up to \$250/day | \$750 max |
| Speaker or keynote | Up to \$750/day | \$1,500 max |
| Moderator or discussion leader | Up to \$250/program | \$750 max |
| Panelist | Up to \$150/program | \$450 max |

3. Travel

Applicants may request travel expenses for transportation, lodging, subsistence, and related items incurred by those whose travel is directly attributable to specific project work. Applicants may request a per diem of up to \$100 per day per individual to cover food and lodging expenses. AHA will fund mileage in privately owned vehicles based on the IRS business mileage reimbursement rate.

Necessary airfare must be undertaken on U.S. flag air carriers at the customary standard commercial airfare (coach or equivalent), the federal government contract airfare, or the lowest commercial discount airfare unless otherwise approved. AHA does not fund travel costs for audience members, international travel, or food or beverage purchases outside of the previously listed per diem.

4. Supplies

Applicants may request funding for supplies based on the cost of purchased items. AHA regularly funds consumable supplies such as office materials or resources that the applicant will give away to program participants, including copies of books.

AHA does not typically fund purchases of non-consumable supplies that the applicant will continue to use beyond the current project, including computers, furniture, or software. Applicants should justify requests for non-consumable supplies in the notes section of the budget. AHA does not fund archival or institutional acquisitions.



5. Facilities and equipment

Applicants may request funding to rent venues, meeting spaces, production facilities, etc. to carry out project activities. Applicants are often able to secure facilities at no cost or reduced rates, and may include donated space as in-kind cost share match. Applicants may not request funding for facilities owned by their own organization.

AHA does not fund purchases of equipment, defined as tangible, nonexpendable personal property having a useful lifespan of more than one year and an acquisition cost of \$5,000 or more per unit. Applicants *may* request funding for equipment rentals.

6. Promotion and publicity

Applicants may request promotional and publicity expenses, including printing, postage, advertising, and marketing expenses based on actual local rates. AHA will only fund promotion and publicity expenses up to **25%** of the total request, though applicants may include additional expenses as cost share match.

7. Other expenses

Applicants may request funding for other necessary expenses as allowable per AHA, NEH, and federal guidelines. AHA recommends verifying eligibility of other expenses with AHA before submitting a final application.

8. Indirect costs

Indirect costs are expenses that the applicant incurs for common or joint objectives that the applicant cannot directly attribute to project activities. Indirect expenses generally include overhead costs such as office equipment purchases, liability insurance, executive salaries, accounting, and legal services.

Applicants may request funding for indirect costs based on their Negotiated Indirect Cost Rate Agreement (NICRA) or include said costs as cost share match. Applicants should review their institution's policies carefully to ensure they are using the most appropriate rate, and must submit a copy of their organization's NICRA to AHA. Any applicants without a NICRA may use the *de minimis* rate of **10%** of modified total direct costs. When using an indirect cost rate, applicants should note list any expenses included in their indirect cost as a separate expense elsewhere on the budget.



2022 CALENDAR OF GRANT APPLICATION DEADLINES

MEDIA GRANT DEADLINES

May 1: Media Grants annual application preliminary deadline

June 1: Media Grants annual application final deadline

MAJOR GRANT DEADLINES

February 15: Major Grants winter application preliminary deadline

March 15: Major Grants winter application final deadline

May 15: Major Grants spring application preliminary deadline

June 15: Major Grants spring application final deadline

August 15: Major Grants summer application preliminary deadline

September 15: Major Grants summer application final deadline

November 15: Major Grants fall application preliminary deadline

December 15: Major Grants fall application final deadline

MINI GRANT DEADLINES

March 1: Mini Grants monthly application deadline

April 1: Mini Grants monthly application deadline

May 1: Mini Grants monthly application deadline

June 1: Mini Grants monthly application deadline

July 1: Mini Grants monthly application deadline

August 1: Mini Grants monthly application deadline

September 1: Mini Grants monthly application deadline

October 1: Mini Grants monthly application deadline

November 1: Mini Grants monthly application deadline

December 1: Mini Grants monthly application deadline

