

**APPLICATION INSTRUCTIONS**

**SCANDINAVIAN FOLK ARTS AND CULTURAL TRADITIONS IN THE UPPER MIDWEST:  
PUBLIC PROGRAMS AND COMMUNITY PROJECTS**



—IMAGE: ASI Lila Spelmanslag, photo by John Nicholson

**GRANTS FOR PUBLIC PROGRAMS AND COMMUNITY PROJECTS**

Grants for public programs and community projects are awarded to nonprofit (501(c)3) organizations. These grants encourage the perpetuation of Scandinavian cultural traditions through the support of community events such as festivals, celebrations, and heritage events as well as workshops, performances, classes, and demonstrations. Grants for public programs and community projects range from **\$5,000 to \$50,000**.

**Application Deadline: September 1**

**Decision Announcement: November 1**

**Project Start Date: January 1 or after**

**APPLICATION INSTRUCTIONS:** The application includes the following three elements:

- I. PROJECT CONTACT INFORMATION:** The first section of the application will ask you to provide the following:
  1. Your organization's contact information: primary contact name, phone number, email address, website, and mailing address;
  2. Your organizational description: a brief history or background of your organization and its experience in presenting similar projects; and
  3. Proof of non-profit status: upload a letter from the IRS certifying your organization's nonprofit status or enter the contact information of your fiscal sponsor.

**II. PROJECT INFORMATION:** The second section of the application will ask you to provide the following pieces of information:

1. **Project Info:** Your project title and project start and end dates.
2. **Project Summary:** Provide a brief project summary (200 word max) with reference to the objectives of the grant program. In this description you should specify how your public program or community project will do the following:
  - a. Perpetuate an interest in and understanding of traditional arts and/or skills;
  - b. Encourage a broad public awareness of folk cultures and traditions; and
  - c. Add a new dimension to improve ongoing programs.
3. **Full Project Description:** Provide a full description of your project description (max 1200 words) that outlines the activities that will take place during the project period. Your description should answer the following:
  - a. Who will be involved?
  - b. What will they do?
  - c. How will you know if you are successful?
  - d. Please consider including a timeline for planning and a schedule of events in the "Upload Samples" field located at the end of the submission form.
4. **Biographical Information:** Provide biographical background information on the project's key project staff members, volunteers, or producers.
5. **Audience Information:** Describe the audience for this project by answering the following questions:
  - a. Who is your audience?
  - b. How will you promote the program?
  - c. How large do you expect the audience to be?
  - d. How will the audience benefit from the project? For example, what skills or knowledge will they learn and what will they experience?
6. **Samples:** Photographs, music, videos, or other documentation of the artists/performers' work should be submitted with the application. You can combine **up to 20** samples into a single PDF or PowerPoint Presentation. You may also include links to websites with images, music, videos, as well as links to your organization's previous activities.
7. **Letter of Support:** You may either upload your letter directly, or you may choose to have us send an "Email Request" to your letter writer for him/her to submit his/her letter of support. If you choose "Email Request," please provide your letter writer's name and email address.

**III. PROJECT BUDGET:** The third section of the application will provide you with a budget template. Please fill in your estimated project expenses (e.g., equipment/supply expenses, promotion/advertising fees, travel and lodging fees, honorariums/performer fees) and project income (e.g., additional sources of support) in the application's provided budget template.

Questions? Please contact [grants@amscan.org](mailto:grants@amscan.org)