



COMMUNITY *by* DESIGN

COMMUNITY BY DESIGN GRANT PROGRAM

At Spiral Design Studio, a core principle guides our work: *Create success by nurturing our community.* To this end, Spiral Design is proud to announce the 4th annual Community by Design grant program. Community by Design aims to maximize Spiral's design and marketing resources in support of the many dedicated nonprofit organizations serving the Capital Region. Through this program, Spiral Design strives to help increase the profile and advance the mission of each selected recipient.

Beginning in 2009, Spiral Design Studio introduced a new format for its pro bono program. Unlike the firm's previous selection of a single yearly grant recipient, Community by Design will now support the design and marketing needs of numerous Capital Region nonprofits through the award of multiple grants for pro bono design services annually. Capital Region nonprofits are welcome to apply for Community by Design grants for specific projects, as needed, throughout the year.

Community by Design grants are available to mature nonprofits that focus on:

- › The well-being of women, children, youth and families
- › The visual and performing arts
- › Mentorship, education, and leadership programs for youth

Nonprofit applicants must meet the following criteria:

- › Maintain headquarters in the Capital Region with service provision in the same geographic area
- › Operate as a 501(c)3 tax-exempt organization
- › Provide established programs for a minimum of 5 years

Services provided by Spiral Design Studio may include:

- › Identity development
- › Print design (e.g. invitations, brochures, newsletters, annual reports)
- › Web design (e.g. websites, banner ads, e-newsletters, email templates)
- › Other design and marketing services as appropriate

GUIDELINES

The Community by Design grant program encompasses design services provided by Spiral Design Studio. No monetary contributions are awarded.

Applicants will receive grant approval or decline within two weeks of submission. No phone calls will be accepted. All decisions are final.

The Spiral Design team will award Community by Design grants throughout the year based on project scope, merit, required deadlines, and the availability of the firm's resources.

The total value of services will be determined and specified via formal contract upon grant approval and project acceptance. All out-of-pocket expenses authorized by the nonprofit organization will be billed directly. These expenses include, but are not limited to: printing, web hosting, custom photography, use-rights for photography and/or fonts, and courier or parcel delivery services.

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APPLICATION REQUIREMENTS

All grant application materials must be typewritten. Incomplete applications are subject to disqualification.

Cover sheet

- › Date of submission
- › Name of organization
- › Address
- › Contact person
- › Title
- › Direct phone number
- › Direct email
- › Fax
- › Website URL
- › Qualifying area of focus:
 - ‹ The well-being of women, children, youth and families
 - ‹ The visual and performing arts
 - ‹ Mentorship, education, and leadership programs for youth
- › Year founded
- › Executive Director/CEO
- › How did you hear about our Community by Design program?

Supporting documentation

- › The organization's mission statement
- › A brief history of the organization (maximum 100 words)
- › An outline of the organization's geographic service area
- › A client demographic profile
- › A roster of the current Board of Directors
- › Official confirmation of 501(c)3 status
- › A narrative of no more than (1) page addressing the following:
 - ‹ What is the specific need for which you seek services from Spiral Design Studio?
 - ‹ Why do you require these services?
 - ‹ What is your deadline for this project?
 - ‹ Are you prepared to pay for the additional expenses required to complete this project, such as printing or hosting?
 - ‹ Who from your team will direct and manage this project? Please provide specific contact information.

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Completed applications may be emailed to:

CommunityByDesign@SpiralDesign.com

Or submitted via standard mail:

Spiral Design Studio, LLC
Attn: Community By Design
135 Mohawk Street
Cohoes, NY 12047

