**IF/THEN® Grants – Round One Application Text**

*Note: This pdf is only meant to reflect text of the IF/THEN Grant application. You must submit your application through the online portal in order to be considered.*

U.S.-based ASTC-member science centers and museums are eligible to apply for funding to support projects that address gender equity, particularly through visual representation of women and gender minorities.

There will be two rounds of IF/THEN® Grants:

- **Round One** opens in March 2020: Applications Due March 31, 2020
- **Round Two** opens in October 2020: Applications Due November 2020

Please refer to [www.astc.org/ifthen-grants](http://www.astc.org/ifthen-grants) for a list of eligibility and program requirements. View a recording of the informational [IF/THEN® webinar](http://www.astc.org/ifthen-grants) for important information.

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**IF/THEN® Grants, Round One applications due March 31, 2020**

With support from Lyda Hill Philanthropies and the IF/THEN® Initiative, ASTC will award grants to U.S. ASTC-member museums to support projects designed to address gender equity in the museum, including through visual representation such as photos and videos of women and gender minorities.

Round One applications are due March 31, 2020, and awards will be announced in mid-April. Projects will begin in mid-April 2020 and must be completed by August 31, 2020. ASTC-member museums in the U.S. are eligible to receive one IF/THEN® Grant. Museums not successful in Round One may reapply in Round Two.

In Round One, ASTC plans to award approximately:

- 10 grants ranging from $1,000 - $5,000 and
- 5 grants ranging from $5,001 - $10,000

**Round One Timeline**

Application period is March 12–31, 2020

Successful award recipients notified by April 13

Mandatory online meeting for grant awardees April 28th

Projects implemented between April 13–August 31

Final report due September 14

**Application Requirements**

Your proposal must include:

- A narrative detailing how your proposed project will address gender equity at your science center or museum (maximum of 800 words)
- A description of the photos and videos you plan to use in the project, including any media from the IF/THEN® Collection
• A detailed project budget (Please note: indirect costs are not allowable, see “Budget” section for more details)
• A project timeline indicating significant milestones (projects must take place between April and August 2020)

Grantees will be required to:
• Use the IF/THEN® Gender Representation Toolkit to collect data on the visual representation of gender (i.e., photos and videos of people) in the area of the museum in which their grant project is focused prior to beginning the funded project and after completion
• Participate in ASTC project evaluation including: completing pre- and post-surveys; participating in an interview with ASTC’s evaluator; collecting a small sample of visitor feedback; and/or collecting consents from visitors for follow-up phone interviews with ASTC’s evaluator
• Track and document grant expenditures and submit a final report on grant activities and program outputs and outcomes by September 14, 2020. ASTC will provide a template and guidelines for this final report.
• Participate in outreach to inform the field about your project, such as participation in an ASTC conference session, presenting at an ASTC-hosted webinar, and/or writing a blog post about your museum's project
• Attend a mandatory online meeting for grant awardees on April 28th at 11am PST / 2pm EST

Strong proposals will include:
• A project plan that incorporates a visual representation component such as the use of photos and/or videos, especially media from the IF/THEN® Collection
• A clear description and explanation for how the proposed project will have a maximum impact on museum spaces and content including reaching a significant number of the museum’s audience and having a lasting impact beyond the duration of the project timeline

Applications will be reviewed by a committee consisting of peer reviewers as well as ASTC and National Girls Collaborative Project staff. Awards will be selected based upon the merit of the projects proposed, with criteria including:
• overall project design
• strength of impact (reach and duration)
• creativity
• visual representation
• Diversity factors including geographic distribution, institutional diversity, and project variety

Payment Schedule
Grantees will receive 70% of the project payment upon completion of a grant agreement at the start of the funded project. The remaining 30% will be paid upon successful completion of the project and submission of the final report.

Budget
Applicants will be required to upload a project budget in word, excel or pdf format. Project budgets must include:
• A name for each expense category (i.e., supplies, printing);
• A total amount of each category; and
• A short explanation of expenses included in each category.
Allowable expenses include, but are not limited to materials, production costs, and staff time. Grant funds may not be used for indirect charges/administrative overhead, capital expenditures, alcoholic beverages, or computer hardware that is not public-facing (i.e. servers, desktops for staff).

Please contact Amanda Fisher, manager of gender equity initiatives at ifthen@astc.org with any questions.

**Institutional information:**

- **Organization information**
  a. Organization name
  b. Legal organization name (if different from above)
  c. Organization address
  d. Name of fiscal contact at your organization
  e. Email of fiscal contact at your organization

- **Primary point of contact for this application.**
  a. Contact's full name
  b. Job title
  c. Email
  d. Phone number

- **Has your organization previously developed or implemented gender equity projects or experiences?**
  o Yes
  o No
  o If yes, describe the gender equity project completed (or in progress) at your organization.

- **[scale of 1 – 10] Please rate your organization's experience implementing gender equity initiatives where:**
  1 = no experience with gender equity initiatives
  5 = some familiarity and experience with gender equity initiatives
  10 = experts in gender equity initiatives
  
  **Note: Your response to this question will not affect the success of your application.**

- **Why is your organization interested in participating in the IF/THEN® project? Include information on how your proposed project connects and leverages your institutional priorities or initiatives your organization is currently involved in.**

**IF/THEN® Project Information:**

- [check multiple boxes] Which areas of your museum content does your project address?
  Check all that apply
  - Exhibits (displays, photos, videos, audio, etc.)
  - Museum signage
  - Marketing or promotional materials
- Programs (including classes, demos, etc.)
- Web and digital presence (including web pages, social media, etc.)
- Other ➔ Please describe the area your project will address

- Please describe the audience for your project including:
  - Approximate number of people who will see or interact with the end product of
    the project and over what period of time (including impact beyond the duration of
    the funded project)
  - Description of intended audience (public or targeted audience, age, underserved
    or underrepresented categories, length of interaction)

- Please provide a narrative description (maximum of 800 words) of your proposed
  project including:
  - The type of project you plan to implement
  - How this project will affect gender equity in your organization
  - Description of media (photos, videos, etc.) you plan to include in the project
  - Any other important details

The following section is about visual representation in your project, including the use of photos, videos, and other media depicting women and gender minorities. Projects that include visual representation components—including those from the IF/THEN® Collection—will be given priority in the selection process. Examples of the media types that will be available in the IF/THEN® Collection can be found in the section titled, “IF/THEN® Collection” at www.astc.org/ifthen-grants. ASTC staff are available to assist you in identifying specific images or videos that may work for your proposed project. For more information please contact Amanda Fisher at ifthen@astc.org.

- Will your project include elements of visual representation (i.e., photos, videos, other
  media)?
  - Yes ➔ if yes, please describe the media you are planning to use for this project,
    including what categories of representation you plan to highlight (ex: women,
    gender minorities, etc.)?
  - No

- Do you plan to incorporate media (i.e., photos, videos) from the IF/THEN® Collection in
  your project?
  - Yes ➔ Please describe how you plan to use media from the IF/THEN® Collection in
    your project.
  - No
  - Not Sure ➔ Please describe your considerations for using media from the IF/THEN®
    Collection in your project.

- What is the length/duration of impact for the end product(s) of this project?
  (For example: If you create an exhibit component, how long do you expect the exhibit to be
  displayed at your museum? If you create a programmatic component, how many times and over
  what period of time will the program be offered?)

- Provide a timeline for the proposed project including start date, end date, and significant
  milestones.
Note: Projects must be completed by August 31, 2020.

The following questions are about the budget for this project. During Round One, ASTC expects to award approximately:

- 10 grants ranging from $1,000--5,000, and
- 5 grants ranging from $5,001--10,000.

The full amount of your request may not exceed $10,000.

- Please indicate the full amount of funding being requested
- Please upload a document (word, excel, or pdf) with a detailed budget for your project. Your budget should include:
  - A name for each expense category (i.e., supplies, printing)
  - A total amount of each category
  - A short explanation of expenses included in each category

Allowable expenses include, but are not limited to, supplies, printing, and staff time. Grant funds may not be used for indirect charges/administrative overhead, capital expenditures, alcoholic beverages, or computer hardware that is not public-facing (i.e. servers, desktops for staff).

The following questions are about the evaluation of your project.
ASTC will use data from the IF/THEN® Gender Representation Toolkit as one component of the evaluation of IF/THEN® Grant projects. Awardees must agree to use the toolkit to collect data on the visual representation of gender (i.e., photos and videos of people) in the area of the museum in which their grant project is focused both before and after completing their proposed project. It is preferred that organizations share the data collected from the toolkit with ASTC before the grant application deadline (March 31, 2020). However, proposals will be considered from organizations still in the process of collecting data if they agree to complete data collection prior to the start of the funded project. All applicants must collect data using the toolkit at the end of the grant period to measure changes in gender representation. See [www.astc.org/ifthen](http://www.astc.org/ifthen) for more information and to download the IF/THEN® Gender Representation Toolkit.

Additionally, organizations will be required to participate in ASTC project evaluation including: completing pre- and post-surveys; participating in an interview with ASTC’s evaluator; collecting a small sample of visitor feedback; and/or collecting consents from visitors for follow-up phone interviews with ASTC’s evaluator.

- Have you already used the IF/THEN® Gender Representation Toolkit to collect data on your museum’s visual representation of gender?
  - Yes- we have completed data collection and shared our data with ASTC
  - Yes- we are in the process of collecting data but have not yet shared it with ASTC
  - No, but we plan to use the toolkit before beginning our grant project (if selected)

- Do you agree to collect data with the IF/THEN® Gender Representation Toolkit before beginning the proposed project and after completing the project?
  - Yes
  - No
Do you agree to participate in project evaluation including responding to pre- and post-surveys, participating in an interview with ASTC’s evaluator if requested, collecting a small sample of visitor feedback; and/or collecting consents from visitors for follow-up phone interviews with ASTC’s evaluator?
- Yes
- No → what are your concerns with project evaluation?

All Round One awardees will be required to participate in outreach activities to share their project with the ASTC community. Outreach activities may take place after the grant award period has ended. Examples of outreach activities you may be asked to participate in include:
- Writing a blog post about your project
- Presenting at the ASTC 2020 Annual Conference (travel support may be available if invited to present)
- Presenting on a webinar for IF/THEN®
- Writing an article for ASTC’s Dimensions magazine
- Participating in conversations on the IF/THE Community of Practice discussion board

Do you agree to participate in above listed outreach activities if requested?
- Yes
- No → what are your concerns with the outreach activities?

Acknowledgment and Agreement of Terms:
[multi-select check boxes] Check the boxes below to acknowledge your agreement with the following statements. Please note you must check all boxes to be considered for an award.

- If selected to receive a grant, I agree to:
  - Sign an agreement before receiving funding
  - Track and document grant expenditures
  - Document my project, including collecting program data, anecdotal information, and submitting photos/video allowable for wider distribution
  - Submit a final report about my project by September 14, 2020
  - Attend a mandatory online meeting for grant awardees on April 28th at 11am PST / 2pm EST

- By checking the boxes below I certify that:
  - My organization is a U.S. ASTC member museum or science center
  - I have informed my supervisor of this application and have their full support
  - To the best of my ability, all information provided in this application is truthful and accurate.

- Do you have any additional questions or comments?