Note: This pdf reflects text of the IF/THEN Grant application. You must submit your application through the online portal for your application 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 April 2020: Applications are due April 30, 2020
- Round Two opens in October 2020: Applications are due November 2020

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

IF/THEN® Grants, Round One applications due April 30, 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 museums, including through visual representation such as photos and videos of women and gender minorities.

ASTC recognizes the impact the COVID-19 coronavirus pandemic on the museum community. To be responsive to the changing needs of museums and the communities they serve, ASTC has extended the timeline of the IF/THEN® Grants, increased the number of grants available, and added a grant category for delivering virtual programs. If you are interested in applying for an IF/THEN® Grant to advance equity in gender representation but require additional flexibility or accommodations to participate, please reach out to Amanda Fisher at ifthen@astc.org.

Round One applications are due April 30, 2020, and awards will be announced by May 11. Projects will begin in May 2020 and must be completed by September 30, 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:

- 20 grants ranging from $1,000–5,000 (Category 1, 2, and 3), and
- 15 grants ranging from $5,001–10,000 (Category 1 and 3 only).

You may choose to apply for a grant in one of three categories:

- Category 1: Visual Representation
- Category 2: Virtual Programming
- Category 3: Visual Representation and Virtual Programming
### Category | Description | Funding Amount
---|---|---
1: Visual Representation | This category includes grant projects with a visual representation component including photos, videos, or other media. You may choose to update or add to the visual components in your museum’s programs, brochures, social media, webpages, physical exhibits, or other content. | $1,000–$10,000
2: Virtual Programming | This category includes grant projects that develop and deliver virtual programming that highlights women and gender minorities in STEM. | $1,000–$5,000
3: Visual Representation and Virtual Programming | This category includes grant projects that incorporate aspects of both Category 1 (visual representation) and Category 2 (virtual programming). | $1,000–$10,000

#### Round One Timeline
- **April 8 - 30, 2020** Application Open
- **May 11, 2020** Award recipients notified
- **May 21, 2020** Mandatory online meeting for grant awardees
- **May 11–September 30** Project Implementation
- **October 9** Final Report Due

#### Application Requirements
Your proposal must include:
- A narrative describing how your proposed project will promote gender equity in STEM (maximum of 800 words)
- A description of any photos and videos you plan to use in the project, including any media from the IF/THEN® Collection (to learn more about the Collection, see the section titled, “IF/THEN® Collection,” at [www.astc.org/ifthen-grants](https://www.astc.org/ifthen-grants))
- A detailed project budget (please note: indirect costs are not allowable, see the “Budget” section for more details)
- A project timeline indicating significant milestones

Grantees 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 audience feedback; and/or collecting consents from audience members 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 October 9, 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 May 21 at 1:00 p.m. PT/4:00 p.m. ET

For additional information, visit [https://www.astc.org/ifthen-grants](https://www.astc.org/ifthen-grants).
Strong proposals will include:

For Visual Representation (Category 1 and 3) Projects:

- A plan 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 relevant area of the museum prior to beginning the funded project and after completion (Note: if your organization is unable to use the Toolkit before beginning your project due to COVID-19-related closures or changes in operations, a plan to use the Toolkit in the future will fulfill this requirement.)
- 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 grant period

For Virtual Programming (Category 2 and 3) Projects:

- A project plan that incorporates STEM role models and engages your community in virtual programming, including Q & As, webinars, pre-recorded videos, or similar
  - Projects that plan to involve IF/THEN® Ambassadors will be given special consideration. ASTC staff can assist in connecting grantees with IF/THEN® Ambassadors.
- A clear description and explanation of how the proposed project will meet a clear need for the museum’s community and maximize impact on the museum’s audience, including reaching a significant number of the museum’s audience and having a lasting impact beyond the grant period

Applications will be reviewed by a committee of peer reviewers as well as ASTC and National Girls Collaborative Project staff. Awardees will be selected based upon the merit of the projects proposed. Criteria includes:

- overall project design
- strength of impact (reach and duration)
- creativity
- diversity factors such as 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 (e.g., Supplies, Printing);
- A total amount for each category; and
- A short explanation of the 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). For projects with a virtual programming component (Category 2 and 3), up to 20% of grant funds may be used for
equipment necessary to deliver virtual programming (i.e., cameras, microphones, videoconference software).

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

**Institutional information:**

- Organization information
  - Organization name
  - Legal organization name (if different from above)
  - Organization address
  - Name of fiscal contact at your organization
  - Email of fiscal contact at your organization

- Primary point of contact for this application.
  - Contact's full name
  - Job title
  - Email
  - Phone number

- Has your organization previously developed or implemented gender equity projects or experiences?
  - Yes
  - No
  - 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:
  - 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? In your response, include information about how your proposed project connects with and leverages your organization’s institutional priorities or initiatives.

**IF/THEN® Project Information:**

- [check one box] In which category is your project?
  - Category 1: Visual Representation → go to section “QUESTIONS FOR CATEGORY 1”
  - Category 2: Virtual Programming → go to section “QUESTIONS FOR CATEGORY 2”
  - Category 3: Visual Representation and Virtual Programming → go to section “QUESTIONS FOR CATEGORY 3”
QUESTIONS FOR CATEGORY 1: This section of the application is for visual representation projects.

- [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 time period (including impact beyond the duration of the funded project)
  - Description of intended audience (general 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 use 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 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.

- Please describe the elements of visual representation (i.e., photos, videos, other media) you are planning to use for this project, including the categories of representation you plan to highlight (e.g., women, gender minorities, etc.).

- 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 time period will the program be offered?)
• Provide a timeline for the proposed project including start date, end date, and significant milestones.
  Note: Projects and final report must be completed by October 9, 2020

**Budget**

During Round One, ASTC expects to award approximately:

- 20 grants ranging from $1,000–5,000 (Category 1, 2, and 3), and
- 15 grants ranging from $5,001–10,000 (Category 1 and 3 only).

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

• Please indicate the full amount of funding being requested.

• Please upload a detailed budget for your project. (Must be a Word, Excel, or PDF document.)
  Your budget should include:
  o A name for each expense category (e.g., Supplies, Printing)
  o A total amount of each category
  o A short explanation of the 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).

**Evaluation**

ASTC will use data from the IF/THEN® Gender Representation Toolkit as one component of the evaluation of IF/THEN® Grant projects. Awardees should agree to use the toolkit to collect data on the visual representation of gender (i.e., photos and videos of people) in the relevant areas of the museum both before and after completing their proposed project. However, ASTC will make exceptions to this requirement for museums unable to complete the data collection due to the COVID-19 crisis. All applicants must agree to collect data using the toolkit at the end of the grant period to measure changes in gender representation. See www.astc.org/ifthen for more information and to download the IF/THEN® Gender Representation Toolkit.

• 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)
  - No, we are unable to use the toolkit before beginning our grant project due to the effects of COVID-19
    → If this option is selected, please describe why you will not be able to use the Toolkit before beginning your grant project.

• Do you agree to collect data with the IF/THEN® Gender Representation Toolkit after completing the proposed project?
  - Yes
  - No
QUESTIONS FOR CATEGORY 2: This section of the application is for virtual programming projects.

- 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 highlight gender equity in STEM
  - Description of media (photos, videos, etc.) and/or role models you plan to include in the project
  - Any other important details

The following section is about the virtual programming aspects of your project. Projects that include STEM role models—especially virtual programming featuring the IF/THEN® Ambassadors—will be given priority in the selection process. ASTC staff are available to assist you in identifying and connecting with specific Ambassadors that may participate in your proposed project. Applicants are not expected to solicit participation from Ambassadors before submitting a proposal; ASTC staff will facilitate these connections after grantees have been notified. For more information please contact Amanda Fisher at ifthen@astc.org.

- Please describe the STEM role models you are planning to involve in this project.

- Do you plan to invite IF/THEN® Ambassadors to participate in your project?
  - Yes ➔ Please describe the types of Ambassadors you would like to have participate (ie those from a specific discipline, state or region, or other factors). If you have no preference for specific Ambassadors, please indicate that here.
  - No
  - Not Sure ➔ Please describe your considerations for inviting IF/THEN® Ambassadors to participate in your project.

- What is the length/duration of impact for the end product(s) of this project? (For example: If you create a video, how long do you expect the video to be available? If you create a live Q&A with a STEM role model, do you plan to make a recording available after the event?)

- Provide a timeline for the proposed project including start date, end date, and significant milestones.
  Note: Projects and final report must be completed by October 9, 2020

Budget
During Round One, ASTC expects to award approximately:
- 20 grants ranging from $1,000–5,000 (Category 1, 2, and 3), and
- 15 grants ranging from $5,001–10,000 (Category 1 and 3 only).
The full amount of your request may not exceed $5,000.

- Please indicate the full amount of funding being requested

- Please upload a detailed budget for your project (Must be a Word, Excel, or PDF). Your budget should include:
  - A name for each expense category (e.g., Supplies, Printing)
  - A total amount of each category
  - A short explanation of the 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 (e.g., servers, desktops for staff). For projects with a virtual programming component (Category 2 and 3), up to 20% of grant funds may be used for equipment necessary to deliver virtual programming (e.g., cameras, microphones, videoconference software).
QUESTIONS FOR CATEGORY 3: This section of the application is for projects that include both visual representation and virtual programming aspects.

- 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 time period (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 highlight gender equity in STEM
  - Description of media (photos, videos, etc.) and/or role models you plan to include in the project
  - Any other important details

- Provide a timeline for the proposed project including start date, end date, and significant milestones.
  Note: Projects and final report must be completed by October 9, 2020.

Visual Representation Components
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.

[check multiple boxes] Which areas of your museum content does the visual representation aspect of your project address (i.e., where will you be adding or changing photos, videos, and other media)? 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 the visual representation aspect of your project will address

Please describe the elements of visual representation (i.e., photos, videos, other media) you are planning to use for this project, including what categories of representation you plan to highlight (e.g., women, gender minorities, etc.)?
Do you plan to incorporate photos and/or 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 the visual representation aspect of your 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 time period will the program be offered?)

ASTC will use data from the IF/THEN® Gender Representation Toolkit as one component of the evaluation of IF/THEN® Grant projects with a visual representation component. Grantees should agree to use the toolkit to collect data on the visual representation of gender (i.e., photos and videos of people) in the relevant areas of the museum before and after completing their proposed project. However, ASTC will make exceptions to this requirement for museums unable to complete the data collection due to the COVID-19 crisis. All applicants must agree to collect data using the toolkit at the end of the grant period to measure changes in gender representation. See www.astc.org/ifthen for more information and to download the IF/THEN® Gender Representation Toolkit.

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)
- No, we are unable to use the toolkit before beginning our grant project due to the COVID-19 crisis. → If this option is selected, please describe why you will not be able to use the Toolkit before beginning your grant project.

Do you agree to collect data with the IF/THEN® Gender Representation Toolkit after completing the proposed project?
- Yes
- No

Virtual Programming Components
The following section is about the virtual programming aspects of your project. Projects that include STEM role models—especially virtual programming featuring the IF/THEN® Ambassadors—will be given priority in the selection process. ASTC staff are available to assist you in identifying and connecting with specific Ambassadors that may participate in your proposed project. Applicants are not expected to solicit participation from Ambassadors before submitting a proposal; ASTC staff will facilitate these connections after grantees have been notified. For more information please contact Amanda Fisher at ifthen@astc.org.
• Please describe the STEM role models you are planning to involve in the virtual programming aspect of your project.

• Do you plan to invite IF/THEN® Ambassadors to participate in your project?
  - Yes ➔ Please describe the types of Ambassadors you would like to have participate (for example, your museum may wish to work with Ambassadors representing a specific discipline, state, region, etc.). If you have no preference for specific Ambassadors, please indicate that here.
  - No
  - Not Sure ➔ Please describe your considerations for inviting IF/THEN® Ambassadors to participate in your project.

• What is the length/duration of impact for the end-product(s) of the virtual programming aspects of your project?
  (For example, if you create a video, how long do you expect the video to be available? If you create a live Q&A with a STEM role model, do you plan to make a recording available after the event and if so for how long?)

Budget
During Round One, ASTC expects to award approximately:
• 20 grants ranging from $1,000–5,000 (Category 1, 2, and 3), and
• 15 grants ranging from $5,001–10,000 (Category 1 and 3 only).

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

• Please indicate the full amount of funding being requested.

• Please upload a detailed budget for your project (Must be a Word, Excel, or PDF). Your budget should include:
  o A name for each expense category (e.g., Supplies, Printing)
  o A total amount of each category
  o A short explanation of the 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 (e.g., servers, desktops for staff). For projects with a virtual programming component (Category 2 and 3), up to 20% of grant funds may be used for equipment necessary to deliver virtual programming (e.g., cameras, microphones, videoconference software).
QUESTIONS FOR ALL APPLICANTS:

Evaluation
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 participant feedback; and/or collecting consents from participants for follow-up phone interviews with ASTC’s evaluator

- 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 participant feedback; and/or collecting consents from participants for follow-up phone interviews with ASTC’s evaluator?
  - Yes
  - No → What are your concerns about project evaluation?

All Round One grantees will be required to participate in outreach activities to share their project with the ASTC community. These 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 the 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 October, 9 2020
  - Attend a mandatory online meeting for awardees on May 21 at 1:00 p.m. PT/4:00 p.m. ET

- 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?