Diversity & Inclusion
Event Grants Program
Information Session | 2021 Grant Cycle
Philanthropy and Outreach Subcommittee

The Philanthropy and Outreach Subcommittee works to identify and facilitate opportunities to financially support individuals, organizations, and initiatives that are aligned with the Diversity, Equity & Inclusion Committee’s goals.

Sierra Grossman (Chair)
Sierra Nevada Brewing Company
Chico, Calif.

Raymond Berry
White Lion Brewing
Springfield, Mass.

Mariah Calagione
Dogfish Head Craft Brewery
Milton, Del.

Jennie Olson
Arryved
Boulder, Colo.

Heather Sanborn
Rising Tide Brewing Company
Portland, Maine
What We Will Cover Today

- Purpose and Intent
- Important Guidelines
- Proposal Process
- Evaluation Criteria
- Questions
Purpose and Intent

• Empower local and regional event organizers.
• Thoughtfully and intentionally engage diversity and inclusion.
• Increase the diversity of those who engage craft beer at any level.
WHAT IS AN EVENT?

A synchronous experience or activity that encourages collaboration, connection, and demonstrates inclusion, equity, and justice.
Key Guidelines

**Maximum Award Amount:**
25% of the event budget up to $5,000.

**Eligibility:**
Individuals and organizations. Priority given to 501(c)(3) nonprofit organizations.

**Proposals Submission Window:**
Accepted on a rolling basis from May 10, 2021 through November 1, 2021.

**Lead Time:**
Proposals should be submitted at least 6 weeks prior to the date of the event.

**Notification Date:**
Notification of receipt will be provided within 5 business days of submission. Funding decisions will be provided within 30 days following notification of receipt.
APPLICANT INFORMATION

• Name and title of the contact person for your proposal.
• Information (physical address, email address, and phone number) for the contact person for your proposal.
• Name of the organization serving as event host or organizer.
• Information (physical address, website, and social media accounts) for the organization serving as event host or organizer.
• Nonprofit status of the organization serving as event host or organizer.
EVENT INFORMATION

• Proposed event details (event name, event location and/or virtual platform, event venue)

• Narrative description of the proposed event that includes.
  • A statement of the event’s mission or purpose.
  • A description of how this event will foster a more diverse, equitable, and inclusive craft beer community.
  • A description of the anticipated audience and attendance.

• Evidence supporting ability to execute a successful event.

• Evidence of a market for the event and community support.

• Verification of event insurance and detailed security plan
FUNDING REQUEST & ADDENDUM

- Description of the anticipated impact of the award on event.
- Requested funding amount.
- Proposed event budget.

- Provide a plan for meeting venue-based, municipal, county, state and federal guidelines for COVID-19 precautions.
TIPS FOR PROPOSALS

• Make the connection early and often.
• Start early and leave time to ask for assistance if needed.
• Answer all questions and provide all supporting documentation.
• Be brief, explicit, and specific when writing proposal narratives.
• Be realistic in designing the event and budget.
• Make the case that you have the knowledge, resources, and experience necessary to execute a successful event.
EVALUATION CRITERIA

- Mission and Purpose
- D&I Throughout
- Outcomes, Goals, Impact
- Knowledge, Experience, Resources
- Community Reception
- Plausible and Realistic
- Predictive of Success
QUESTIONS?
DrJ@brewersassociation.org