



Public Impact Projects at Smaller Organizations

Deadline: June 12, 2024

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WINTER 2023

HUMANITIES

THE MAGAZINE OF THE NATIONAL ENDOWMENT FOR THE HUMANITIES



Agenda

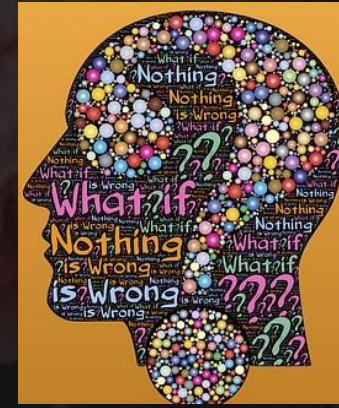
- About NEH
 - What is NEH?
 - What are the humanities?
 - Public Impact Projects
 - Overview
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 - Application requirements
 - Review Process
 - Steps for applying, budget tips, and grant management
 - Reminders
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-

What is the NEH?

- An independent federal agency
 - Grant support for projects that engage humanities ideas and approaches
 - Awarded \$180 million in grants in fiscal year 2023
 - Shelly C. Lowe (Navajo) is Chair
-



What are the Humanities?



Fields of study that reflect on the meanings of the heritage, traditions, history, and culture of human beings.


For example:

- History
- Art History
- Literary criticism
- Philosophy
- Anthropology

Public Impact Projects at Smaller Organizations

- Support small and mid-sized organizations
 - Broaden your audience reach
 - Engage with your community
 - Strengthen your interpretive excellence
 - Increase staff interpretive skills
 - Expand your interpretive narratives
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A large, two-story brick building with a portico, surrounded by trees and a lawn. The building has a classic architectural style with arched windows and a central entrance. The scene is set outdoors with green grass and trees in the foreground and background.

What are your organization's interpretive humanities needs or programmatic goals?

How would meeting these needs or goals benefit public audiences?

Program Overview



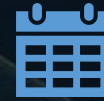
DEADLINE: **JUNE 12, 2024**



FUNDING: MAXIMUM
\$25,000



PROJECT START DATE:
BETWEEN MARCH 1, 2025
AND MAY 1, 2025



PROJECT PERIOD:
1-2 YEARS



DECISION NOTIFICATION:
DECEMBER 2024

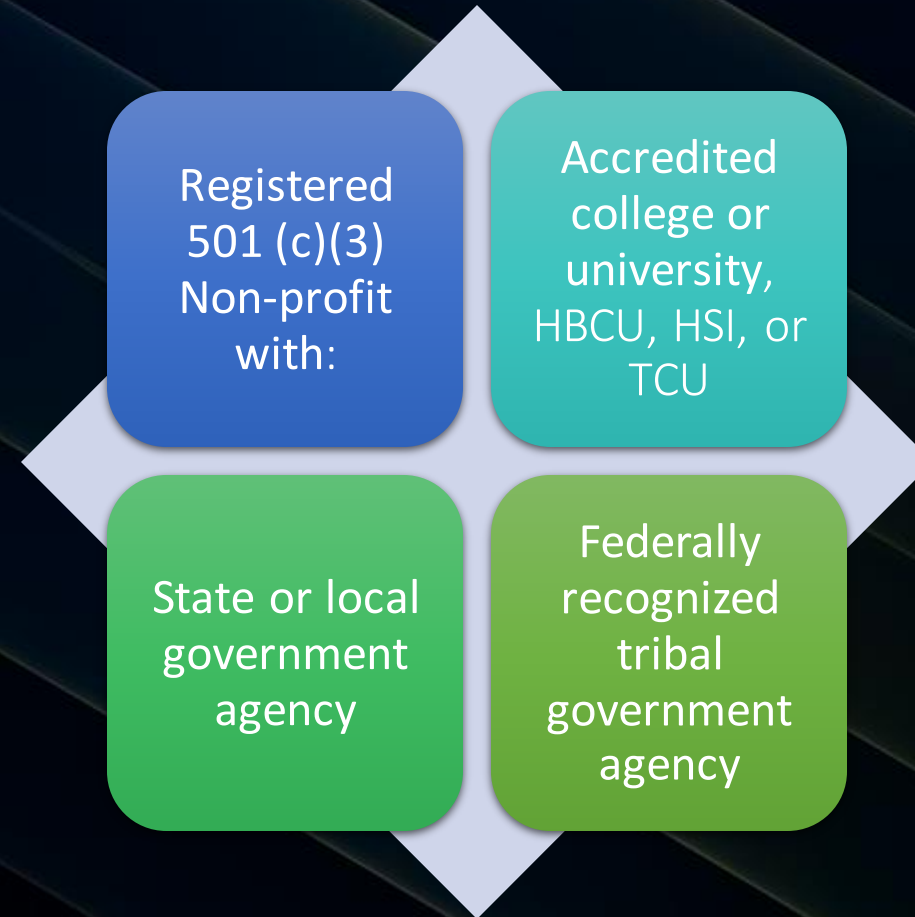
Eligibility

This program targets organizations that meet at least 2 of the following criteria:

- Your annual operating budget is under \$1,000,000
 - You are in a community with a population of fewer than 300,000 people
 - Your employed staff totals **25** people or fewer (full- and part-time)
 - You rely on volunteers or part-time staff for substantial daily operations
 - Your core mission is to interpret under-told stories and/or your core audience is drawn from underserved populations
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Eligibility



Supported activities: Program Evaluation

- Assess your current *interpretive programs*
 - Evaluate the community reach and audience needs
 - Front-end and formative evaluation
 - Work with interpretive consultants to identify new storylines and frameworks for your collections
 - Conduct benchmark visits to learn about best practices in *interpretation* and public programs at other organizations
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Supported activities:

Professional Development

- For staff or volunteers
 - To enhance *interpretive skills*
 - Conferences, workshops, and other training offered by professional associations
 - Development and implementation of training specific to your organization and programs
-



Supported activities:
Planning/Implementation
of *interpretive*:

- exhibits, tours, or other public programs
 - community curation/co-creation projects
 - programing to amplify the presentation of a traveling exhibition hosted at your institution (exhibition fees and shipping are not eligible).
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Combine Multiple Activities

Supported activities

September 11, 2001
An Event That Changed the World



This poster exhibition was developed by the 9/11 Memorial & Museum and has been made possible in part by the National Endowment for the Humanities: Democracy Demands Wisdom.

Any views, findings, conclusions, or recommendations expressed in this exhibition do not necessarily represent those of the National Endowment for the Humanities.

9/11
MEMORIAL
& MUSEUM
BY THE NATIONAL ENDOWMENT FOR THE HUMANITIES



On September 11, 2001, nineteen hijackers, affiliated with al-Qaeda, an Islamist extremist group, hijacked four bound commercial airplanes. In a coordinated attack, they turned the planes into weapons. Two of the planes were flown into the Twin Towers of the World Trade Center, a global business center in Lower Manhattan. They also flew a third plane into the Pentagon, the headquarters of the U.S. Department of Defense. The fourth plane crashed in a field in Pennsylvania. Passengers and crew members on the other three planes performed a counterattack, forcing the hijackers to change the plane's course. The hijacked airplane toward Washington, D.C., crashed into a field in Somerset County, Pennsylvania, near the town of Shanksville.

The 9/11 attacks killed 2,977 people, including 2,606 who lost their lives as a result of the attacks. The attacks caused the deaths of 6,896 people, the greatest loss of emergency responders in American history. The events of September 11 changed the lives of victims' families, first responders, rescue and recovery workers, and millions of Americans and people around the world. Twenty years later, the ongoing effects of the attacks continue to affect policy debates, cultural conversations, and individual lives. This exhibition shares the stories of those who were affected by the terrorist attacks of September 11, 2001.

Names in bold signify individuals who were directly affected by the terrorist attacks of September 11, 2001.



Scholars, Advisors & Consultants (2 required)

At least one scholar or interpretive consultant

- Scholars = advanced degree in a humanities discipline and teaching or published writing on a subject related to your project
- Consultants = interpretive planners, exhibition designers, experienced public forum moderators, UX designers

AND at least one community advisor

- Community advisors = elders, culture bearers, local historians, community leaders
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Required Application Components

Described in **Notice of Funding Opportunity**

(submitted as PDFs)

- Narrative
- Organizational Profile
- Workplan
- Bios

Found in **grants.gov** package

- SF-424
 - NEH Cover Sheet
 - Site Performance Location
 - Budget
-



Application Review Process

Peer Review

National Council

NEH Chair

- Experts in humanities disciplines and public programming professionals
- 26 individuals appointed by the US President and confirmed by the US Senate
- Final Decision





Review Criteria



AUDIENCE AND
INSTITUTIONAL
IMPACT



RELATIONSHIP TO THE
HUMANITIES



PROJECT FEASIBILITY



PERSONNEL



INSTITUTIONAL
SUITABILITY



OVERALL EVALUATION

Before you can apply for federal grants

1. [SAM.gov](https://sam.gov) (System for Award Management) is the entity that lets NEH know that an organization is eligible to do business with the federal government. SAM.gov assigns your organization a 12-digit alphanumeric identifier called a **Unique Entity ID (UEI)**. After you have a UEI, there are more steps to completing your registration. You must complete the registration to apply to NEH, and you must renew it every year. You can check the status of your organization's SAM registration at <https://sam.gov/content/status-tracker>.



2. [Grants.gov](https://www.grants.gov) is the clearinghouse for federal grant opportunities and the platform you will use to submit your application. Your organization must register with Grants.gov at www.grants.gov/help/html/help/Register/Register.htm.

★ As soon as the application package is available in grants.gov, you can log in and create your workspace. Please don't wait until the final day.

3. [Login.gov](https://login.gov): Login.gov is a secure sign-in service that individuals use to sign in to participating government agencies. You must create a Login.gov user account to log in to SAM.gov and Grants.gov. Create and link your account at <https://login.gov/create-an-account/> using an email address and two-factor identification

Calculating Indirect Costs

Calculating de minimis (10%) indirect costs on \$25,000

Indirect costs are a percentage of direct costs. Find an indirect cost calculator online or use algebra to determine the maximum indirect costs for a total award amount.

$$\$25,000 - \$2,273 \text{ (indirect costs)} = \$22,727 \text{ (direct costs)}$$

~~10% IDC
on
\$25,000
is \$2,500~~



Not all direct costs are eligible for indirect costs.
Modified Total Direct Costs

Budget tips

- Itemize and explain costs in the budget justification.
- Make sure the amounts in your budget justification are the same as the amounts in your R&R.
- Food is difficult to justify without travel.
- The project director and the institutional grant administrator must be separate individuals. Don't fall for this on the SF-424!

| | | |
|------------------------------|---------------|---|
| Conference registration | \$168 | |
| RT flight to NOLA | \$500 | |
| 3 nights conference hotel | \$809 | Rate from conference website (\$229). Calculation includes taxes. |
| Meals and incidentals | \$259 | \$74. First and last day: \$55.50 |
| RT mileage Fredericksburg-DC | \$74 | 110 miles x \$0.67 |
| DCA parking | \$116 | 4 days at max garage rate of \$29 |
| RT taxi, NOLA-downtown | \$87 | \$36 x 2 x 20% |
| Total NOLA | \$2013 | |



| |
|--|
| 8. PRIMARY CONTACT/GRANTS ADMINISTRATOR |
| <input checked="" type="checkbox"/> Same as Project Director (skip to item 9): |

Reminders

- Register for SAM and grants.gov now
 - Optional draft due **May 8, 2024**
 - Submit attachments as PDFs
 - Deadline: **June 12, 2024**
 - Call a Program Officer!
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Website: www.neh.gov

Email: publicpgms@neh.gov

Resources & Contacts

Public Programs

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Grants Management

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