



Program Grant Award Handbook

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Utah Humanities Project Director Instructions

While it is not a requirement that your Project Director be directly employed by the Sponsoring Organization, please understand that all correspondence from UH regarding event submission, cash requests, reminders, and final reports will be sent to the Project Director, and any submissions or email correspondence should come directly from the Project Director or Authorizing Agent listed on your application. We do not accept email invoices or requests from Development or Sponsored Project Offices as it makes things difficult to track when received from people not listed in our records.

AWARD PACKET: Step 1

- A. Award Letter
Review for conditions and recommendations from UH's Board of Directors.
- B. Grant Agreement
Read carefully and review conditions, recommendations, and comments from UH's Board of Directors. The agreement should be reviewed and signed by the project director, fiscal agent and authorizing agent. Submit a completed copy to UH and keep a copy of the grant agreement for your records.
- C. Events and Activities
Using the [event submission form](#) on the UH website enter each of your individual events online. Each of your programming events must be entered with as much detail as possible, including audience targets, event format (in person, synchronous, asynchronous), venue, etc. Only events that are open to the public will be uploaded to our online calendar and social media. Otherwise, event information will only be used for reporting purposes. **This is required.**
- E. Cash Request
Once you have completed the above requirements you should submit a [cash request form](#) for your grant award to UH. You are obligated to spend UH funds only as approved by UH board.

PUBLICITY, CHANGES TO PROJECT, AND CONFLICT OF INTEREST POLICY: Step 2

- A. Publicity
The project director is responsible for ensuring that UH is credited in all publicity and credited UH verbally at programs and events. Publicity, printed materials, websites, social media posts, publications, films, exhibits, displays, and advertisements created in the course of a project funded by UH should display the [UH logo](#) and include the following statement: "This program has received funding from Utah Humanities. Utah Humanities enriches our cultural, intellectual, and civic life by providing opportunities for all Utahns to explore life's

most engaging questions and the wonders of the human experience.” Language for the credit line can be modified with advance notice.

- B. **Changes to Project**
All changes to project from that outlined in the original grant application including key personnel, scholars, budget, and activities must have UH’s approval prior to the changes being initiated. Changes need to be in writing and emailed to mcdonald@utahhumanities.org.
- C. **Conflict of Interest Policy**
All grantees must abide by a conflict of interest policy that prohibits a financial or other interest by an employee, officer, or agent, his/her immediate family, partner, or organization which employs any of the above.

SUBMISSION OF FINAL REPORT: Step 3

- A. **Final Report Form**
Project Director, Fiscal Agent, and Authorizing Agent must complete and sign the final report form. All Final report forms are accessible through the UH website. All final reports are due within one month of the end of your grant period.
- B. **Publicity Samples**
Submit all publicity for your events including but not limited to: newspaper and magazine articles, press releases, flyers, posters, programs, and copies of website page.
- C. **Audience Evaluation Forms**
A sample evaluation form is provided on the Grants webpage. Grantees may modify the evaluation form, but they must still use the required questions identified in the sample. The cumulative information gathered from these required questions should be included in the evaluation narrative section of the report. When appropriate, please include quotes from participants that reflect the impact of your project.
- D. **Public Event Photos**
You must submit at least one high-quality photo from each public event listed as part of your grant activities. Please review our Photo Guidelines and Release forms prior to your events so you are prepared.
- E. **Grant Period**
All UH program grants should be completed within one year of the award date. Final reports are due one month after the end date. Organizations that do not submit final reports after a warning reminder will be marked noncompliant and ineligible for any future funds from any UH program until completed.

Fiscal Agent Instructions

Grant Agreement

- A. **Grant Agreement**
Read carefully and review conditions, recommendations, and comments. The agreement obligates you to maintain accurate accounts and records of project receipts and disbursements, following generally accepted accounting principles.
- B. **Grant Period**
The UH grant period is one year from the award date.

Financial Records

- A. **Account Numbers**
Set up a separate account number or financial tracking system for each project using UH grant funds. All UH grant funds and other funds committed to the project should be received into and expended from this account. Your records must demonstrate that UH grant funds have been spent only for this project.
- B. **Document All Expenditures**
Accounting records must be supported by such source documentation as cancelled checks, bank statements, invoices, paid bills, donor letters, time and attendance records, activity reports, travel reports, and contractual and consultant agreements. You must retain financial records, supporting documentation, statistical records, and other records pertinent to the grant for no less than seven (7) years after your project concludes, or you may send them to UH with your final reports. Financial records must adequately identify the source and application of funds, including obligations, unobligated balances, assets, liabilities, expenditures, and income. Records that relate to audits, appeals, litigation, or the settlement of claims arising out of the performance of your grant project shall be retained until such issues are resolved.
- C. **Cash and In-Kind Match**
Show a total match at least equal to the grant award. In-kind contribution records should indicate source, date, purpose, cost-basis, and dollar value.

Expenditures of UH/UDSH Grant Funds

- A. You are obligated to spend UH/UHS funds only as approved by UH/UHS. You may make adjustments among approved line items, if the changes don't alter the project.
- B. You may not create or eliminate a budget line item without written approval. Describe the desired changes in writing before you commit or expend grant funds and submit to UH only.

Submission of Final Report

- A. **Final Report Form**
Project Director, Fiscal Agent, and Authorizing Agent must complete and sign the final report form. All final report forms are accessible on the [UH website](#).
 - Utah Humanities, the National Endowment for the Humanities, the U.S. General Accounting Office, the State of Utah, Salt Lake County, or any authorized office representative may audit the grantee's financial records during any reasonable business hours. During the course of UH's own annual audit, the auditor will request a random sampling of UH grant records; occasionally UH must request more extensive records from the grantees. Grantees subject to OMB Circular A-133 shall have annual audit performed.

Photo Guidelines:

1. Obtain permission from the subjects for all photographs. Permission must be obtained in circumstances that ensure that the subjects are not coerced in any way and that they understand that their image might be disseminated as part of Utah Humanities reporting and marketing materials.
2. Do not submit photos of minors or vulnerable populations without express written permission from their legal guardians. If the subject does not speak English, you need to ask for permission in their first language, which may require a translator. Unless your event is targeted to youth audiences, it is best to stick to photos of adults.

What We Want

- Active engagement from the subjects/audience/participants.
- Colorful photos are more eye-catching.
- Clear depiction of what the organization or event is about.
- Candid moments (ideally without food or masks).
- High-resolution – don't take photos that are "zoomed-in".



Grant Event Photo/Video Release Form

Photographer Information:

Full Name (please print): _____

Email address: _____

Photo Information:

Event Title: _____

Location/Event Venue: _____

Date of Event: _____

Grantee organization: _____

Grant Number (PG24.xx) : _____

I, _____, consent to the unrestricted use, by Utah Humanities (and those acting with its permission and authority), of any media submitted, in whole or in part, unlimited use, for all purposes in any form or medium, including, without limitation, its use through or on any electronic media, including the Internet.

I waive any right to inspect or approve the finished product or products or the advertising copy or printed matter that may be used with the finished media. Further, I relinquish all rights, titles, and interest I may have in the finished media, negative(s) and reproduction to any publication.

I hereby release Utah Humanities from any and all claims in connection with the media, including any and all claims of libel.

Please initial:

_____ I am over the age of 18. I have read the above and fully understand its contents.

Photographer Signature: _____



MINOR (CHILD) PHOTO RELEASE FORM

I, _____, the parent or legal guardian of _____ [Child] give Utah Humanities my permission to use the photographs taken at this event for any legal use, including but not limited to: publicity, copyright purposes, illustration, advertising, and web content.

I waive any right to inspect or approve the finished product or products or the advertising copy or printed matter that may be used with the finished media. I also relinquish all rights, titles, and interest I may have in the finished media, negative(s) and reproduction to any publication. Furthermore, I understand that no royalty, fee, or other compensation shall become payable to me by reason of such use.

I hereby release Utah Humanities from any and all claims in connection with the media, including any and all claims of libel.

Parent/Guardian's Signature: _____

Date: _____

Child's Name: _____

Parent/Guardian's Name: _____

Phone Number or Email Address: _____

Photo Information:

Event Title: _____

Location/Event Venue: _____

Date of Event: _____

Photographer Name: _____



ADULT PHOTO RELEASE FORM

I, _____, give Utah Humanities my permission to use the photographs taken at this event for any legal use, including but not limited to: publicity, copyright purposes, illustration, advertising, and web content.

I waive any right to inspect or approve the finished product or products or the advertising copy or printed matter that may be used with the finished media. I also relinquish all rights, titles, and interest I may have in the finished media, negative(s) and reproduction to any publication. Furthermore, I understand that no royalty, fee, or other compensation shall become payable to me by reason of such use.

I hereby release Utah Humanities from any and all claims in connection with the media, including any and all claims of libel.

Signature: _____

Date: _____

Name: _____

Phone Number or Email Address: _____

Photo Information:

Event Title: _____

Location/Event Venue: _____

Date of Event: _____

Photographer Name: _____



Audience Evaluation Form

Date: _____

Event/Venue: _____

Please check the box that best describes your opinion about today’s program:

	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Applicable
I learned something new today.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My views or opinions about the topic have changed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had a meaningful connection with another human today.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This program made me want to learn more about the topic.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The discussion today was open and respectful, encouraging many points of view.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I’m planning to attend more events like this in the future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe programs like this improve my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How did you learn about this program? (Circle all that apply.)

Event Host/Newsletter
 Social Media
 Newspaper/Radio
 Word of Mouth
 Utah Humanities Website/Newsletter
 Other _____

Would you like to learn more about other events like this one? Sign up to be on Utah Humanities’ email list!

Name: _____

Email Address: _____



Publicity Guidelines

Credit Language and Logo

Utah Humanities requires the following credit language on all event publicity materials, press releases, PSA's, social media posts and all other publicity efforts for your funded grant event. Appropriate Utah Humanities logos are included with these guidelines.

This event is made possible through a grant from Utah Humanities. Utah Humanities strengthens Utah communities by cultivating connections, deepening understanding, and exploring our complex human experience.

- Please send us copies of your publicity along with the final report on your grant.
- Use our color logo on all materials, both printed and electronic. When color printing cost is a challenge, please use our B&W logo. Both logos can be located on our grants webpage.
- Our logo should be at least as large as the logos for your other comparable funders/partners.
- Please use our logo as is. Do not alter or distort in any way.
- Please mention the Utah Humanities support at each event. When feasible, the ideal way to provide credit is to invite a Utah Humanities board or staff member from your area to attend your event and make very brief remarks about our work and mission. Contact us for names and contact information.

Publicity Timeline

Utah Humanities will lead out on the statewide, general publicity for events, but your local media will want to hear directly from you, and your local publicity efforts are imperative to success. We suggest this general timeline:

- **Eight weeks** before your grant event, turn in your program funding request. This includes details of all your local activities, with dates, times, and short descriptions. We will use this to publish your events to our web calendar and state-level sites such as Now Playing Utah.
- **Six to eight weeks** before your event, create your publicity materials (fliers, posters, invitations, etc.). See "Publicity Materials" below. Be sure to include Utah Humanities credit language on all collateral.
- **Four to six weeks** before you host the grant event, start contacting your local media. You can use the local press release template we provide. One-page releases are best. Remember your logo, as well as the Utah Humanities credit line and Utah Humanities logo.
- **Four weeks** before your event, create an event on Facebook and start promoting, sharing, etc.
- **Four weeks** before your event, distribute printed publicity materials.
- **Monthly**, the UH newsletter can document your event stories. Feel free to send photos, quotes, coverage, your own stories about the experience of creating and hosting the event, comments from attendees, how it influenced and improved your community, etc.
- **Weekly**, post events and links on your social media accounts.
- **Weekly**, try using a social media scheduler such as Hootsuite (free version, www.hootsuite.com) to plan out and schedule posts. If you are using Facebook as your single social media channel, use its built-in scheduler to plan and schedule posts.

- **Daily-Weekly**, check for media coverage of your event (consider setting up a Google alert containing your organization and/or event name) and begin collecting all links, clippings, etc.
- **Daily**, check your social media sites for questions, comments, etc., and respond.

Contacting the Media

Your local newspapers, magazines, radio stations, and television stations are interested in your events. They would especially be interested in how the events influence your community, how they may be tied to another national or local story, and are especially interesting when you can include someone's personal story, photos, and quotes. Here are some tips:

- Find Utah media sites here: <http://www.utahmediadirectory.com/>
- Be sure to include Utah Humanities credit language in all media outreach (press releases, PSA's, calendar submissions, etc).
- A basic press release template is included at the end of these guidelines.
- Local radio stations will often broadcast brief, free public service spots (PSA) that describe your event. A 20-second spot is about 45-50 words; a 30-second spot is about 65 words. Write the spot in simple, conversational style, time the reading, and indicate the length accurately on the copy, so that the station can tape and log it properly. Send it to the radio station at least three weeks before the event for the best chance of getting it on the air.
- Local cable access TV stations will often also list and possibly even broadcast your event free of charge. Check beforehand for preferred format and get your material to the station well in advance of airtime.
- Post your event in as many online events calendars as possible. Statewide papers, radio stations, television stations all generally have online calendars. For calendar and (social media listings covered below), provide a succinct "who, what, when and where" synopsis of your event. Be sure to include a contact name and phone number for members of the press and the public to obtain more information. A photo makes these postings much more likely to be noticed.

Website and Social Media

Our digital and social media channels can work for all of us 24/7. They are the hardest-working publicity agent we could ask for, and they work for free.

- Specific Utah Humanities hashtags and @names to use in your social media posts and events:
@utahhumanities #Humanities #IdeasInAction
- Social media sites for Utah Humanities... follow us, mention us in your posts, and share on our page so we can share with our contacts.
 - www.facebook.com/utahhumanitiescouncil
 - <https://twitter.com/utahhumanities>
 - www.instagram.com/utahhumanities
- Include at least one photo in each post and focus on a "who, what, where, when" description, contact information, link to your website and, where appropriate, our website (www.utahhumanities.org).
- Whenever you use our logo or name electronically please make it a live link to our website: www.utahhumanities.org.

Publicity Materials

- Posters are effective wherever there is heavy pedestrian traffic (libraries, banks, grocery stores, malls, post offices, town halls). Fliers can be posted, too, and/or distributed at public events, enclosed with organizational mailings, handed out at library circulation desks, etc.

- Contact your local library, Rotary Club, bookstore, high school or college about your event and ask if you can send a poster or flier.
- Send your local representatives and state senator and other public officials an invitation. Find contact information here: <https://www.utah.gov/government/contactgov.html>.

[Add your logo here]

For Immediate Release

Media Contact: [Customize for your media contact]

Name

Phone

Email

[Your organization's name] receives Utah Humanities Grant for [your project]

[Your City], Utah, February 28, 2024 – [Your organization] has received a grant from [Utah Humanities](#) to present [title of event]. [Title of program] will be presented on [day, date], at [time], at the [venue].

[Include a one-paragraph description of the project or event here.]

This program is free and open to the public. [Note whether pre-registration is required and whether refreshments will be provided].

[Add your additional details, bullet points, quotes, etc]

Utah Humanities strengthens Utah communities by cultivating connections, deepening understanding, and exploring the complex human experience. Find out more about their range of humanities programs at www.utahhumanities.org.

###

Program Grant Final Report

At-a-Glance

The following information will be needed to complete your final report online.

Grant number:

Project title:

Project Director:

Organization:

Confirmation of the following items:

- UH funds have been spent only as approved in the project budget.
 - We have complied with any conditions/stipulations included in the award letter.
 - Auditable financial records document expenditures of UH funds and cash match on approved project activities.
 - In-kind contribution records indicate source, date, purpose, cost-bases, and dollar value.
 - All records will be retained for 7 years from the closing of this grant.
- OR**
- All records will be sent to UH with this report where they will be retained for 7 years.
 - All UH grant funds have been obligated and/or spent at the time of signing this form.

Narrative Questions in the following categories:

Reach:

- Was your intended audience reached? If no, how might you take different approaches in the future to reach them?
- Did your audience members reflect a broad spectrum of community members? If no, how might you reach a broader audience in the future?
- Was your program design successful in reaching the 50% active engagement requirement? If not, how would you do things differently to reach that goal?

Program Administration:

- Tell us about the strong and weak points of the project, use of personnel/consultants, success in reaching audience targets, and what you would do the same or differently in the future.
- How was your experience working with Utah Humanities?

Audience response:

- How many people attended?

- How did you provide and collect audience evaluations at your events? What was the response rate?
- Was the audience actively engaged, and did they feel that your project had an impact on the community?
- Please include any meaningful and representative quotes about the project (both positive or negative).

Planning and Publicity:

- How did you feel the planning process went? Did you have enough time and resources to sufficiently publicize? How were your events marketed, and did you do any specific outreach to your target audiences? Did you utilize partner organizations to extend your reach? Did you enter your events into the UH public calendar at least 4 weeks prior to the event?
- How did you acknowledge Utah Humanities funding in your events?

Photos:

- Please submit at least one high-quality photo and applicable release forms from one or more of your events (photo guidelines and forms [can be located here.](#)) These can be sent by email.

Budget:

- Final Budget line information.
- In Kind/Catch match in every category.
- UH Funds in every category.

	UH Funds	Cash Match	In-Kind Match	Total
Honoraria/Stipends				
Other Personnel/Volunteers				
Materials/Supplies				
Printing/Postage/Phone				
Travel/Lodging/Per Diem				
Venue Rental				
Transcription				
Promotion/Publicity				
Evaluation				
Media Production				
Other (Please Specify)				
Other (Please Specify)				
Totals				

Impact:

- Relative to your original application, describe the extent to which your project goals were achieved.
- What long-term impact do you think this project will have on your community? Identify related highlights of the program.
- What impact did this project have on your organizations?
- Did the project affect your organization's role in the community?
- Describe partnerships you engaged in with other community organizations as part of this project.
- What plans do you have to continue the discussion around this topic/continue to use the skills you developed in this project?

Humanities Content:

- How were the disciplines, methods, and/or approaches of the Humanities employed, and what was the extent to which they influenced the project? How might they have been utilized more effectively?
- Give an overview of the role of your Humanities Scholar(s) and how they impacted your project. Did they contribute successfully? Would you work with them again?

Event information:

- Date of event
- Location of event
- Event Title
- Event Scholars
- Final Audience numbers/Target audience reached
- Entered online?