COMMON GRANT APPLICATION PROPOSAL

GRANT APPLICATION COVER SHEET

Date of Application: 8/1/2022 Employer identification number (EIN) 82-4705624

Legal name of organization applying: Red Glasses Movement

Year Founded: 2018 Current Operating Budget: [redacted]

Executive Director: Kelly Jandernoa E-mail Address: kelly@redglassesmovement.org

Contact person/title/phone number: 773-209-8492

Address: [redacted]

City/State/Zip: Grand Rapids, MI 49503

Phone number: [redacted] Fax Number: N/A
(include area code)

Web address: https://redglassesmovement.org/

List any previous support from this funder in the last 5 years: N/A

Project Name: Social Media and Marketing Coordinator

Purpose of Grant: The purpose of this grant is to help fund a position that will advance marketing efforts and social media influence of RGM to get their message to a larger audience.

Dates of the Project: January 2023 - January 2024 Amount Requested: $ 5K

Total Project Cost: Estimated $6250

Geographic Area Served: United States

_____	_____
Signature, Chairperson, Board of Directors	***Signature, Executive Director***
Typed Name and Title	**Kelly Jandernoa**
8/1/2022	***8/1/2022***
Date	***Date***

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A. NARRATIVE

1. Organization Information

Brief summary of the organization's history.

The Red Glasses Movement (RGM) was started in January 2018 at the funeral of 5-year-old Audrey Louise in Grand Rapids, MI. Audrey was born with down syndrome and a congenital heart defect and faced many barriers in her 5 years of life. Regardless of her challenges, she was defined by her contagious love and joy. Audrey wore notable red glasses, and following her death, a friend came to Kelly, Audrey's mother, with the idea of bringing 1000 pairs of red glasses to her funeral in remembrance of the way Audrey lived and loved large. The entire church was filled with friends and family wearing red glasses and this is where the movement began.

Brief statement of the organization's mission and goals.

The mission of Red Glasses Movement is to encourage everybody to see the world through Audrey's eyes: living bold, loving big, and passing it on. The organization has a goal to get this message to *everybody* by keeping the momentum going and continuing to spread the message across the world via social media, word of mouth, and of course through distribution of notable red glasses.

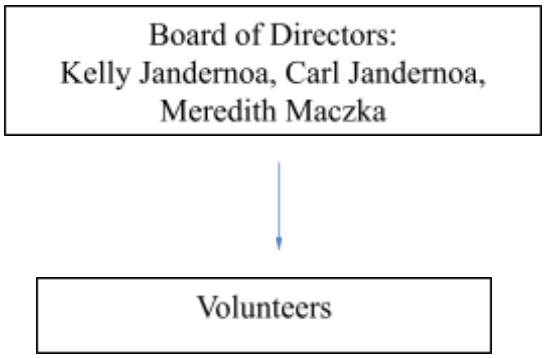
Description of current programs, activities, and accomplishments.

Currently, the organization puts on "Red Glasses Takeovers", which shares RGM's story, mission, values, and goals with schools, businesses, hospitals, organizations, churches, teams, etc. They do this both in-person and virtually, which provides greater opportunity to share their mission with more people. They also provide inspirational messages related to their mission of living bigly and loving boldly via social media. RGM also puts on "Big Bold Love Day" every year, which is a day committed to serving different groups within the community through volunteering, community service, donations, and more. RGM recently had a sculpture of red glasses at Art Prize, where volunteers were able to continue to spread the mission of RGM. RGM has chapters at different universities throughout Michigan, which creates additional opportunities to share their mission with even more individuals. Red Glasses Movement also has the "Pass It On Promise", which donates a pair of red glasses for every pair purchased on the website. This provides opportunities for large groups such as schools and teams who may not have the funding to purchase red glasses for every individual to still get to experience Red Glasses Takeovers and hear about Audrey's message.

Organizational chart including board, staff and volunteer involvement.

The board consists of Kelly Jandernoa (executive director), Carl Jandernoa, and Meredith Maczka. They rely on help running events from volunteers who are passionate about RGM's mission, and they often learn about the opportunities via word of mouth or social media.

Organizational Chart



2. Executive Summary

Red Glasses Movement is a nonprofit based out of Grand Rapids, MI that was started in honor of Audrey, who passed away at age 5 in January 2018. Audrey was born with Down syndrome and a congenital heart defect, but was defined by her contagious love and joy, as well as her notable red glasses. Red Glasses Movement aims to encourage everybody to see the world through Audrey's eyes: living bold, loving big, and passing it on.

Red Glasses Movement currently puts on "Red Glasses Takeovers" both in person and virtually, which shares a pair of red glasses, as well as their story, mission, values, and goals with schools, businesses, organizations, and more. They put on "Big Bold Love Day" every year, which is a day committed to serving different groups within the community through volunteering, community service, donations, and more. They also provide inspirational messages related to their mission via social media.

Red Glasses Movement is hoping to continue growing their audience and the number of people who hear Audrey's story and the mission behind the movement. In our digital age, one of the best ways to go about this is via social media and digital strategies. Red Glasses Movement is requesting $5000 to fund a marketing consultant position which will assist in creating a digital marketing plan. Red Glasses Movement is a relatively new organization with no paid stuff, and they do not currently have the funds, nor anybody with the skillset, time, or knowledge to professionally assist with marketing and communications. A marketing consultant has expertise in areas of promotion, advertising, and communication and could assist providing a marketing plan to promote the mission of RGM across the state, country, and eventually the world. With the assistance of a marketing consultant, RGM will be provided with a wider array of strategic opportunities when it comes to relaying their message to their target audience via social media and other digital mediums.

3. Purpose of Grant

Statement of Need

The Red Glasses Movement (RGM) was founded in remembrance of Audrey Louise and the way she lived and loved with her entire being. The mission of this organization is to encourage everybody to see the world through Audrey's eyes by living boldly, loving big, and

passing it on. The organization desires for everybody to hear this message and hopes to continue spreading it all over the world to all individuals regardless of political affiliation, age, race, gender, social status or any other personal characteristics.

We are currently living in a time where it feels like there are more reports of division than connection, and more hate than love. According to the United States Department of Justice, in 2020 alone there were 8,052 reported single-bias hate crime incidents that involved over 11,000 victims. In Michigan alone, there were 377 reported hate crimes in 2020 (2022). These incidents were related to race/ethnicity, sexual orientation, religion, gender and gender identity, and disability. This accounts for almost 5% of all reported crimes in the country, and it's happening right here in our own backyard. Crimes like this are motivated by biases or difference in beliefs, which ultimately leads to greater rifts and feelings of divisiveness amongst individuals in our world.

While differences in beliefs are inevitable, the way those differences are handled is something we have the power to change. The Red Glasses Movement seeks to create a world where, despite our differences, we respond to others with love. RGM seeks to bring people together around this common mission of loving big, living boldly, and passing it on. RGM goes into schools, businesses, conferences, and other organizations in order to spread this message and promote a world where living like Audrey is the norm, not the exception. Along with their in-person events, RGM desires to spread this message to a larger audience through social media. By promoting Audrey's message via social media, the goal is for more people to hear about Audrey and for their message to reach a larger audience- both in-person and virtually.

Project Description

The Red Glasses Movement is looking for technical assistance funding via the Nonprofit Technical Assistance (NPTA) Fund for Kent County in order to create a digital marketing plan. Because RGM is a new organization with no paid staff, they do not currently have the funds, nor do they have anybody with the time, skillset or knowledge to professionally assist with marketing and communications. Having a consultant that specializes in marketing, communication, and development will be beneficial to RGM because of their desire to share their message with a larger audience. A marketing consultant has expertise in areas of promotion, advertising, and communication. The consultant would develop a plan for how to proceed with digital strategies in order to promote the mission of RGM across the state, country, and eventually the world. With the assistance of a marketing consultant, RGM will be provided with a wider array of strategic opportunities when it comes to relaying their message to their target audience via the internet, social media, and other digital mediums.

With the technical assistance grant, RGM plans to use this money to share their message with a larger population. Red Glasses Movement hopes to share their mission with individuals in all 50 states and in all countries. While sharing the message is possible via word of mouth, it's not realistic to expect that it will have the same reach via word of mouth that it could have via social media and other digital platforms. Once RGM receives the grant money, they plan to begin seeking out a consultant that shows interest, knowledge, and experience with the work RGM is contracting. Following the hiring of a consultant, RGM plans to work directly with them to create and implement a plan that will increase exposure to RGM through chosen digital

mediums. While RGM will not be partnering with any other non-profits for this specific project, we hope that we will be able to use this enhanced marketing to connect with other non-profit organizations in the Grand Rapids area that have similar stories, missions, values, or goals and who may not have learned about RGM otherwise.

Because Red Glasses Movement is a small organization that consists of only a few board members and an assortment of volunteers, coming to collective decisions about the direction the consultant should take with their new role is a simpler task than it may be with larger organizations. All board members plan to be actively involved in the hiring process as well as providing input regarding the vision for what they hope to see Red Glasses Movement gain from this newly funded role. Executive director, Kelly Jandernoa, plans to be the direct line of communication between the consultant and RGM. Once a marketing plan has been created by the consultant, Kelly plans to be the one to put the plan into action.

The consultants in the NPTA fund directory have submitted a formal application and provided references to NPTA. Therefore, they are all deemed qualified to provide the support required for their position. The consultant will create the initial plan with input and assistance from board members of the RGM. Because of their active participation and collaboration in this process, they will have the knowledge and skills required to carry on once the plan has been created and the consultant is no longer involved. If RGM uses the marketing techniques implemented by the consultant, ideally, they will have built a more reputable name for themselves, and ideally, they will be known by more people. With more publicity, there are hopes that more people will connect with Audrey's story and feel a desire to donate or collaborate with RGM. These donations, along with sales on their website, are long term funding strategies once this grant period has come to an end.

4. Evaluation Plan

After working with the consultant on strategies for social media and marketing for RGM, program evaluation will be completed by members of the executive board using both qualitative and quantitative measures. Data will be measured using statistical evaluation of user engagement with RGM social media accounts including follower counts, profile views, and post engagement. Success will be defined by a 50% increase in followers over a calendar year, and follower counts and user engagement will be recorded monthly. Qualitative data collection will also be used to record how individuals learned about RGM as well as feedback and suggestions from members of the RGM community on how they feel RGM is doing with sharing their mission across social media platforms and how they could better engage.

If engagement with RGM is increasing, it means that more people are hearing the message of loving big, living boldly, and passing it on. RGM desires for that message to be heard by all in order to create a world that is more loving, and greater engagement demonstrates successfully meeting this goal.

The results of the program evaluation will be used to determine how successful the marketing plan has been for the organization. If the plan successfully assists in increasing engagement with RGM on social media, RGM can make the decision to hire another marketing consultant to continue assisting with marketing, communications, and development or use methods and digital strategies learned from the consultant to continue improving the digital strategies used by RGM.

As previously mentioned, board members will be doing the evaluation. However, feedback and suggestions from individuals who are a part of the RGM community will be listened to and considered when evaluating success and determining next steps for marketing strategies.

5. Budget Narrative

Red Glasses Movement is seeking a grant to hire a marketing and communications consultant in order to increase digital engagement with RGM content across social media platforms. This budget will go towards hiring a consultant from the recommended options provided by NPTA. The goal of hiring this consultant is to increase engagement with RGM content in order to spread the mission of living boldly, loving big, and passing it on to a larger population which may be easier to reach digitally.

A fee of approximately $6.250 will be required to hire a marketing and communications consultant. Fees for consultants vary depending on the consultant and the work being performed, but non-profits typically pay, on average, between $75-175/hour for this work. It's estimated that the project will take between 50-60 hours. At $125/hour for 50 hours, this comes out to $6,250.

The total amount requested in this proposal is $5000. Although a prioritized list is not possible since this is only one line item, any portion of the $5000 would be helpful if unable to fund the request at 100%. RGM plans to pursue individual donations from donors to cover the remaining $1250 or the remaining amount if NPTA is unable to fund at 100%. This brings the grand total of the project out to $6,250.

6. Budget

Expenses	*Requested from this Funder*		Funded by other Sources	*Total Project Expenses*
Salaries	$0.00			$0.00
Payroll Taxes	$0.00			$0.00
Fringe Benefits	$0.00			$0.00
Consultants & Professional Fees	$5,000.00		1250	$6,250.00
Insurance	$0.00			$0.00
Travel	$0.00			$0.00
Equipment	$0.00			$0.00
Supplies	$0.00			$0.00
Printing and Copying	$0.00			$0.00
Telephone & Fax	$0.00			$0.00
Postage & Delivery	$0.00			$0.00
Rent	$0.00			$0.00
Utilities	$0.00			$0.00
Maintenance	$0.00			$0.00
Evaluation	$0.00			$0.00

Marketing	$0.00			$0.00
Other (specify)	$0.00			$0.00
Total amount:	$5,000.00		$1,250.00	$6,250.00

Revenue	Committed		Pending/ Pursuing	Total Revenue
1. Grants/Contracts/Contributions				
Local Government				$0.00
State Government				$0.00
Federal Government				$0.00
Foundations (itemize)			$5,000.00	$5,000.00
Corporations (itemize)				$0.00
Individuals			$1,250.00	$1,250.00
Other (specify):				$0.00
2. Earned Income				$0.00
Events				$0.00
Publications & Products				$0.00
3. Membership Income				$0.00
4. In-kind Support				$0.00
5. Other (specify)				$0.00
Total Revenue	$0.00		$6,250.00	$6,250.00

Projected Program Profit/Loss:	$0.00

References

The United States Department of Justice . (2022, May 9). *2020 Hate Crime Statistics*. The United States Department of Justice. Retrieved June 15, 2022, from https://www.justice.gov/hatecrimes/hate-crime-statistics