



2023 ANNOUNCEMENT OF FUNDING OPPORTUNITY

DIVERSITY, EQUITY & INCLUSION MINI- GRANTS

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PROGRAM DESCRIPTION

The Brewers Association is proud to fund grants in support of local and regional events, media production projects, and educational and training initiatives that thoughtfully and intentionally promote and foster a more diverse, equitable, and inclusive craft beer community. The Brewers Association Philanthropy and Outreach Subcommittee invites proposals from individuals and organizations who are developing virtual, in-person, or hybrid events, media projects, and educational and training initiatives that will be developed and/or executed in 2023.



2022 Fermenta Annual Meeting and Anniversary Event. (Photo courtesy of Barbara Baker)

FUNDING PRIORITIES

Funding priorities for the Diversity, Equity, & Inclusion Mini-Grants program are for events, media production projects, and educational and training initiatives that work to create a more inclusive and diverse craft brewing community for brewers, industry partners, and beer lovers everywhere.

STRATEGIC GOALS

1. Increase access to and responsible appreciation of craft beer for underrepresented populations and those who have experienced barriers to accessing the broader craft brewing community.
2. Promote employment and ownership opportunities in the craft brewing community for members of underrepresented populations and those in the craft brewing community who have experienced barriers to access and advancement.
3. Celebrate the diversity of the craft brewing community and increase the visibility of underrepresented groups and experiences.
4. Develop the cultural competence and increase the adoption of diversity, equity, and inclusion best practices among members of the broader craft brewing community.
5. Leverage the strengths of the craft brewing community to fight injustice, eliminate disparities, and provide solutions to an array of challenges that impact those who produce and enjoy craft beer.

2023 PROGRAM GUIDELINES

BUDGET YEAR

The budget year for the 2023 Diversity, Equity, & Inclusion Mini-Grant cycle runs from January 1, 2023, through December 31, 2023.

DURATION OF FUNDING

Funding commitments are for:

1. Events that will take place by the end of the budget year.
2. Media production projects that will be at least 50% completed by the end of the budget year.
3. Training or educational efforts that will be developed and/or executed by the end of the budget year.

ELIGIBILITY

- All individuals and organizations are eligible to apply. However, priority is given to 501(c)(3) nonprofit organizations.
- An applicant may not submit multiple proposals under this announcement. The Brewers Association will consider parent organizations and their subordinates to be a single entity for purposes of eligibility. If for any reason a proposal is submitted more than once before the deadline, the Brewers Association will only accept your most recent submission.
- Organizations who have previously been awarded funding through Brewers Association Diversity & Inclusion Event Grants program are eligible to apply. However, events or organizations that have been awarded for two contiguous funding cycles must take a year off before resubmitting a proposal.

MAXIMUM AWARD AMOUNT

Requested funds may not exceed 25 percent of the proposed budget and may be awarded up to \$5,000.

ALLOWABLE COSTS

For Events:

- fees for consultants and contractors.
- rental fees for venues and equipment.
- supplies and materials.
- advertising and marketing costs.
- catering, food, and beverage costs.
- fees for licensing of media and performers.

For Media Production Project:

- fees for consultants and contractors.
- rental fees equipment.
- licensing and subscription fees.
- supplies and materials.
- approved transportation expenses.

For Education and Training:

- fees for consultants and contractors.
- licensing and subscription fees.
- supplies and materials.
- advertising and marketing costs.
- approved transportation expenses.
- catering, food, and beverage costs.

*** Please note: the DEI Mini-Grant program does not directly fund scholarships, grants, or other direct giving. It is intended to fund the development and administration of programs that directly provide education and training.*

ADHERENCE TO BREWERS ASSOCIATION POLICIES

All mini-grant recipients must adhere to the [Brewers Association Code of Conduct](#), and all marketing collateral, social media messaging, signage, and communications about the event must adhere to the [Brewers Association Marketing and Advertising Code](#).

Event organizers must adopt and publish a code of conduct or other professional comportment policy for event attendees, vendors, and volunteers. Additionally, the event must use an approved platform for reporting and addressing incidents of misconduct. The Brewers Association can provide resources and recommendations for third-party vendors that provide these services upon request.

APPLICATION AND SUBMISSION INFORMATION



Inaugural Cohort of Equity and Entrepreneurship in Brewing (EBB) Program (Photo courtesy of EBB)

GENERAL GUIDELINES FOR PREPARING PROPOSALS

- Make the connection between the grant program's funding priorities and your event, media project, or education/training initiative early and often.
- Start your proposal early and leave time to ask for assistance if needed.
- Make sure that the proposal answers all questions and provides all supporting documentation requested.
- Be brief, explicit, and specific when writing proposal narratives.
- Be realistic and thorough in designing the event and budget.
- Make the case that you have the knowledge, resources, and experience necessary to execute a successful event, media project, or education/training initiative.
- Demonstrate your need for financial assistance and that your event, media production project, or educational initiative is a responsible uses of Brewers Association member resources.

POSSIBLE EVENT PROPOSALS

- | | |
|--------------------------------|---|
| • Beer festivals | • Agricultural fairs and celebrations |
| • Film festivals | • Ethnic and cultural heritage festivals |
| • Music festivals | • Neighborhood and community celebrations |
| • Beer and food pairing events | |

- Entrepreneurship and innovation festivals
- Job fairs

POSSIBLE MEDIA PRODUCTION PROJECTS

- Film, television, and video
- Radio shows and podcasts
- Books
- Translations of materials
- Multimedia projects and experiences
- Websites
- Mobile applications

POSSIBLE EDUCATION AND TRAINING INITIATIVES

- Speaker/lecture series
- Conferences and summits
- Curriculum development efforts
- Educational resource development
- Apprenticeship and internship programs
- Research initiatives
- Program open houses and recruitment efforts

PROPOSAL CHECKLIST

Complete proposals will include detailed information about the applicant and funding request, a proposal narrative, a budget, and other required forms and attachments. Incomplete proposals will not be considered for funding. It is recommended that you use the checklist below to assemble all the required components of your proposal before you begin. All proposals must be submitted online at <https://brewersassociation.wufoo.com/forms/2023-dei-minigrants-proposal/>.

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 supporting the proposal
- Information (physical address, website, and social media accounts) for the organization supporting the proposal
- Nonprofit status of the organization supporting the proposal
- OPTIONAL: Demographic information for primary contact.

PROPOSED EVENT, PROJECT, INITIATIVE INFORMATION

For Events:

- 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.
- Marketing/recruitment plan.
- Verification of event insurance and detailed security plan
 - The Brewers Association must be included among additional insured endorsements on the insurance policy.

For Media Production Projects:

- Proposed media project details (media project name, format)
- Narrative description of the proposed media production project that includes.
 - A statement of the project's mission or purpose.
 - A description of how the completed media product will foster a more diverse, equitable, and inclusive craft beer community.
 - A description of the target audience for the media product.
- Evidence supporting ability to successfully produce the proposed media.
- Evidence of a market/need for the proposed media production.

For Education/Training Initiatives:

- Proposed education/training initiative details (educational/training project name, format (face-to-face/virtual/hybrid), location)
- Narrative description of the educational or training initiative that includes.
 - A statement of the project's mission or purpose.
 - A description of the program's desired learning outcomes
 - A description of how the educational or training initiative will foster a more diverse, equitable, and inclusive craft beer community.
 - A description of the target audience for the media product.
- Evidence supporting ability to successfully execute the proposed training or educational program.
- An outline of the proposed curriculum, topics, or sample educational materials.
- A marketing/recruitment plan.

FUNDING REQUEST INFORMATION

- Description of the anticipated impact of the award on the proposed event, project, or initiative.
- Requested funding amount (requests may not exceed 25 percent of the proposed budget and may be awarded up to \$5,000).
- Proposed event budget. [Budget templates are available on the Brewers Association website.](#)

COVID-19 ADDENDUM

- Provide a plan for meeting venue-based, municipal, county, state, and federal guidelines for COVID-19 precautions when applicable.

PROPOSAL REVIEW INFORMATION

PROPOSAL SUBMISSION WINDOW

Proposals will be accepted on a rolling basis from November 1, 2022, through October 31, 2023.

LEAD TIME

Proposals should be submitted at least six (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 45 days following notification of receipt.

EVALUATION CRITERIA

The Brewers Association Philanthropy and Outreach Subcommittee will use the following criteria to evaluate submitted proposals.

- The event, project, or initiative's mission or purpose is clearly and concisely articulated and aligns with one or more of the strategic goals of the Diversity, Equity, & Inclusion Mini-Grants program.
- Diversity, equity, and inclusion has been thoughtfully considered and will be incorporated throughout the planning and execution stages of the event.
- The proposal demonstrates that the organizers have the knowledge, experience, and/or available resources to execute a successful event, project, or initiative.
- The proposal demonstrates that there is a market or demonstrated need for the event, project, or initiative and that it will be well received by stakeholders, community members and/or constituents.
- The event, project, or initiative budget is realistic and thorough, and the funding request is reasonable in relation to anticipated impact.
- There is demonstrated need for financial support and the event, project, or initiative represents a responsible use of Brewers Association member resources.
- The information provided is complete, easily understandable, and predicts a high level of viability/success.

TERMS AND CONDITIONS FOR AWARDS

UTILIZATION OF GRANT FUNDS

Grant funds must be used in accordance with the event, media production project, or educational/training initiative detailed in your proposal.

NON-DISCLOSURE OF GRANT AWARDS

Grant recipients are not permitted to share the amount granted publicly.

PRE-EVENT REQUIREMENTS

An update detailing any changes to the event insurance, beer service plans, security plans, and COVID-19 addendum must be filed with the Brewers Association at least 30 days prior to the event.

BREWERS ASSOCIATION EVENT ACCESS

Complimentary passes/admission will be provided to Brewers Association staff or board/committee members who wish to attend and observe the events, media releases, or educational/training events.

PAY IT FORWARD OPPORTUNITY

If requested, and if schedules permit, present on the event at a grant recipient panel seminar at a future Craft Brewers Conference.

ACKNOWLEDGEMENT OF FUNDS

Brewers Association financial support of any and all funded projects must be acknowledged in collateral and communications related to the project as agreed upon. The Brewers Association logo should be used when appropriate and with permission. The Brewers Association must additionally be listed as a sponsor and its logo must be included with permission, when appropriate, on all collateral and promotional materials. The Independent Craft Brewer Supporter Seal should be included, when appropriate, on all collateral and promotional materials.

- [Request Brewers Association Logo](#)
- [Download Independent Craft Brewer Supporter Seal](#)

REPORTING REQUIREMENTS FOR AWARDS

Recipients are required to submit a grant report within 60 days of the conclusion of the proposed event, media production project, or educational/training initiative. Your post-event grant report will include a brief narrative summary and multimedia (photo, video, and/or audio) records of the event.



2019 Beers With(out) Beards Festival in Brooklyn, NY (Photo courtesy of Grace Weitz/Hop Culture)

POST-EVENT GRANT REPORT CHECKLIST

NARRATIVE CHECKLIST

- A summary of the event, project, or initiative.
- The number of attendees/participants, staff, and volunteers, and the demographics of these groups if available.
- Accomplishments, outcomes, and fulfillment of the proposed mission.
- Challenges and changes to the event, project, or initiative as proposed.
- Final budget vs. actuals balance sheet.
- Links to any press or media reporting.

MULTIMEDIA CHECKLIST

- Provide at least ten (10) high-resolution photographs depicting scenes of in-person events in progress. Provide screenshots of virtual events in progress.
- (OPTIONAL) Provide video or audio recordings of the event.
- (OPTIONAL) Provide written, video, audio, or social media testimonials from attendees of the event with contact information.