



Giving Voice

How to Apply

1. Review our grant guidelines to determine your eligibility
2. Submit letter of inquiry through our on line application system:
<http://www.starbucks.com/foundation>

Deadlines for letters of inquiry:
September 1st and March 1st

Giving Voice

-empowering tomorrow's leaders

Literacy for the 21st Century

The Starbucks Foundation defines literacy as the attainment of excellence in reading, writing, critical thinking, and the discovery and expression of one's voice in a complex world. We believe that literacy is about reading the world and telling our stories; that it is multidisciplinary and includes a variety of media and forms of artistic expression; that it leads to action that benefits the individual and the community. It's about self esteem, personal development and civic commitment in young citizens of the 21st century.

We seek to fund programs for youth (reaching ages 6-18) that integrate literacy with personal and civic action to bring the voices of youth into the communities in which they live.

We've added a new action area, environmental literacy. We believe that young people will change the world through every day actions at home that lead to healthy communities and a healthy planet. The key to change depends on access to effective environmental education that will increase awareness and encourage individuals to take action in local communities.

Summary

The Starbucks Foundation invites letters of inquiry from organizations that work with youth (ages 6-18) in the fields of arts & literacy and /or environmental literacy, as described in the following pages. We are especially interested in programs that: 1) successfully work across disciplines, 2) reflect partnerships between formal and informal education systems, 3) bring the voices of youth into the communities in which they live, and 4) provide opportunities for Starbucks partners (employees of Starbucks) to become engaged in the mission of the applying organization in their communities. The average grant is \$10,000. We will consider grants between \$5,000 and \$20,000. We ask that organizations limit their requests to one per year.

Action Areas

Arts & Literacy

VISION ♦ POWER ♦ PERSONAL TRANSFORMATION

We fund programs that:

- Innovatively address literacy and learning for the 21st century and provide high standards of excellence for the mastery of basic skills
- Encourage reading, writing, the arts, and critical thinking as powerful communication tools in commitment to important social issues: social equity, justice and environmental awareness
- Provide opportunities for youth voices in print, electronic, digital, video/audio media and/or spoken word performances
- Encourage partnerships among formal and informal education systems
- Embrace diversity and build bridges of understanding among youth of diverse ethnic, racial and socio-economic backgrounds

Environmental Literacy

ENVIRONMENTAL AWARENESS ♦ EDUCATION ♦ ACTION

We fund programs that:

- Offer innovative, place-based approaches to addressing environmental literacy in communities
- Have strong educational programming with follow-up opportunities for learning
- Create new ways of thinking or acting
- Empower youth to be “heroes” (educators/stewards/advocates) for a sustainable environment in their own communities
- Encourage partnerships among formal and informal education systems
- Embrace diversity and build bridges of understanding among youth of diverse ethnic, racial and socio-economic backgrounds

Qualifying Criteria

INNOVATIVE ♦ SUSTAINABLE ♦ REPLICABLE

Through the *Giving Voice* program, the Starbucks Foundation supports registered, non profit, tax exempt 501 (c)3 charitable organizations in the United States or Registered Charities in Canada, that:

- Deliver services to youth between the ages of 6-18 and address at least one of the action areas described on the preceding page
- Are located in the United States or Canada
- Are nondiscriminatory in their policies and practices with regards to physical abilities, gender, race, age, sexual orientation, ethnic origin, and/or creed

In addition, priority will be given to organizations that:

- Reach traditionally underrepresented/underserved communities and communities of color
- Represent models in non-traditional learning environments and are directly engaged in service delivery
- Encourage partnerships among formal and informal education systems
- Demonstrate program sustainability
- Provide opportunities for Starbucks partners (employees of Starbucks) and stores to be integrated in a meaningful way

Budget Guidelines

The average grant in this program is \$10,000. We will consider grants between \$5,000-\$20,000. Please be specific about the amount of funding you are requesting. Please don't request for a range of funding (i.e. \$10,000-\$15,000). Funds should be spent within one year of grant award.

In all cases the project budget should show reasonable per client costs and no more than 50% of the request can be designated for either general operating costs or staff salaries. The funds you are requesting should not represent more than 10% of your organization's overall operating budget.

The Starbucks Foundation will give priority funding to organizations that can demonstrate organizational viability. You will be asked to provide us with a list of other funders: current, projected, as well as pending requests for funding.

An organization will not be considered for funding more than one time per calendar year and for no more than three consecutive years. We will consider repeat grants for up to three consecutive years. Organizations funded for three consecutive years will not be considered for a fourth year but may reapply after one year has passed since their most recent grant. A streamlined application will be available for second and third year funding requests within the Giving Voice program. Repeat grants are not guaranteed and are contingent on: evaluation of the previous

year of funding, organizational viability, local community engagement, and level of involvement in the program on the part of local Starbucks partners (employees).

Ineligibility

The Starbucks Foundation **funds may not be used** for the following:

- Neighborhood clean-ups, tree plantings
- Wildlife conservation projects
- Academic research
- Capital campaigns or land acquisitions
- The exclusive purchase of: books, computers, park equipment, tools, recreational equipment, furniture
- School bands, orchestras, art classes or other art programs without a literacy component
- Fundraising events and/or the purchase of tables at events
- One time events or programs
- Event sponsorships
- Adventure travel
- League sports programs
- Scholarships or fellowship programs
- Grants to individuals
- Expeditions
- Political campaigns or organizations
- Programs that promote the practice of a religion
- The production of any marketing materials (T-shirts, posters, flyers) that promote Starbucks
- Production of materials (books, software) to sell in Starbucks stores

Apply on line: www.starbucks.com/foundation

1. Review the *Giving Voice* action areas and qualifying criteria in these guidelines or on our website.
2. Complete the grant qualifications questionnaire on our website.
3. If you successfully complete the online questionnaire, you will be asked to complete a letter of inquiry and send it back to us via email between February 1st and March 1st, 2006 for the March 1st deadline.
4. We will notify you via email within 6 weeks of the status of your inquiry.
5. If we'd like to learn more about your program for consideration of funding, we will send you (via email) a complete application form and a request for accompanying documentation which you will have 3 weeks to complete and return to us (due date will be provided).
6. Applications will then be reviewed by committee and recommendations for funding will be made to the Starbucks Foundation Board of Directors.

7. Allow 6-8 weeks from the date the application is due for final decision on funding for your proposal.

Please do not send us videos, books, or applications in binders or folders. The Starbucks Foundation strives to be an environmentally friendly organization and we wish to streamline our application process for the benefit of our applicants and our reviewers.

Apply on line.

Go to www.starbucks.com/foundation

Letters of Inquiry due September 1st and March 1st.

**Questions: Call our hotline at 206-318-7022
or email foundationgrants@starbucks.com**

Thank you for your interest!

“Here is the chance, for young men and women of devotion, to lift up the banner of humanity and walk toward a civilization that is free, intelligent, healthy and unafraid.”

-W.E.B. DuBois