



KHSI Katahdin Regional Education Grant (KREG) Program Application

Purpose:

In order to assist KHSI member organizations with a) regional promotion of Katahdins through education of potential buyers, b) education of Katahdin breeders and c) increasing sales of breeding and market animals, KHSI will make available to regional groups, on a competitive basis, grants for promotional and/or educational activities.

Use of Funds

Funds can be used for regional meeting expenses, regional sales and/or promotional events (advertising, facility, speakers, and meal). Proposals will be evaluated for their impact on assisting KHSI in the promotion of Katahdins, education of Katahdin breeders and increased marketing of Katahdin breeding stock and market animals.

Available Funds

A total of \$1500 is available in for grants each year. Maximum grant is \$500 per organization per year.

Reporting and Accountability

One-half of the award will be paid to the organization on approval of the proposal. The balance will be paid on submission of a final report and expense summary.

Evaluation of Grant Proposals

Proposals will be evaluated by a committee approved by the KHSI Board of Directors or President. The KHSI Board of Directors will approve the final awards.

Organization name:	
Contact person name:	
Mailing address street:	
City, State, Zip:	
Phone contact:	
Email contact:	
Website address (if applicable):	

Checklist of required documentation to enclose:

- Signed, dated copy of the organizations bylaws, or other evidence that the group has been in existence for at least two years.
- A current membership roster, showing that the organization has at least ten members.
- On the membership roster, circle or highlight at least five members who are also current members-in-good-standing of KHSI.
- A copy of meeting minutes or other record showing election results for the current year's Board of Directors
- Detailed, itemized budget for the project (preliminary budget due upon grant application, final financial summary due no more than four weeks after the project/event is complete.)
- A copy of relevant materials illustrating the content or results of the project subject to the grant proposal (e.g. event agenda, sale catalog, flyer, promotional pamphlet, photo of booth poster, etc.)
- Final summary report (max one page) suitable for publication in the Hairald, including photos or images of relevant materials. (Due no more than four weeks after the project/event is complete.)

Project Name/Title:	
Date of project:	
Brief summary of project:	
<p>Check which goal(s) the project fulfills:</p> <p><input type="checkbox"/> Regional promotion of the Katahdin breed to <u>potential</u> breeders (# participants: _____)</p> <p><input type="checkbox"/> Education of <u>current</u> Katahdin breeders on best practices (# participants: _____)</p> <p><input type="checkbox"/> Increases or facilitates sales of breeding animals (provide evidence, e.g. # animals sold, # buyers participating)</p> <p><input type="checkbox"/> Increases or facilitates sales of market animals (provide evidence, e.g. estimated booth traffic at a county fair)</p>	

A note on projects/activities which generally do not qualify for KREG funding:

- Regional websites which essentially duplicate information which is already available on the KHSI website; or websites which do not show evidence of ongoing maintenance and up-to-date content. If reimbursement for website costs is being requested, provide evidence that the website is effective in promoting the breed. E.g. a Google Analytics website traffic analysis showing site visitation based on relevant search engine criteria; or a summary analysis of Search Engine Optimization (SEO) showing that searching on relevant keywords does result in the site being presented on the first page of search engine results.
- Competitions or social functions that do not have educational component which either: a) educates potential Katahdin breeders/buyers about the breed, or b) educates existing Katahdin breeders about sheep husbandry best practices, new technology and research, etc. Just having sheep present at an exhibition isn't enough to qualify for a grant; there must be an educational component which sells the promotable traits of our breed. It should entice visitors to consider buying Katahdin sheep or lamb over other breeds of sheep or their lamb products.
- Pamphlets or flyers which lack evidence of broad distribution to the target audience.
- Projects which are mostly beneficial to a few individuals, with no broader purpose to promote the breed and all Katahdin sheep and breeders.

Submit completed application (email submissions preferred) to:

KHSI Operations

P.O. Box 778

Fayetteville, AR 72702-0778

info@katahdins.org