The Altrusa





Volume 5, Issue 4



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To all Altrusans, I would like to tell you the tremendous impact your outpouring of love, support, and unending caring you have shown me regarding the loss of my dearest granddaughter Dejah. Your outpouring of love has meant so much as I travel through my grieving process. Altrusans are at our best in supporting each other during times of loss, stress, and illness. With each lovely card, note and virtual hugs/prayers I have felt the LOVE! From the bottom of my heart I thank you!

At lot has happened in such a short time. As an organization it has been challenging since there is no way we can know how long we must wait. Do we dare gather again soon or are we better off remaining virtually together for the time being? We have been thrust into the world's largest virtual social experiment where we had to hold meetings to conduct conferences, club meetings, and organizing service projects. True, it is an abrupt change for us, but we are embracing it as an opportunity. We have become creative and have been seeking out new ways to address member and community needs. Because of some of our senior members, many of them think it might take months before we feel safe to return to a pre-COVID-19 lifestyle. For this reason, we must continue our focus on developing new models for our clubs so we can be ready for what is to come. We must:

- Embrace technology.
- Become more accepting of non-in person interactions that still help our members feel included and involved.
- Permit online donations; supporting events; basically, improve our online platforms.

Developing an online community for our members has enabled us to become more inclusive with our members, helping them feel more a part of their clubs and our care. We must continue to be there for each other especially when we can't be with each other physically.

In closing, no one can predict today what the world will be like one month from now let alone one year from now. We need to adopt a flexible mindset to be prepared to deal with whatever comes our way!

Altrusans are strong, resilient, and we are patient. We will learn how to grow and heal together. We will emerge stronger; this I am very sure!

Beverly Hardy, International President 2019-2021

Severty BH andy

Use a Web Page to Grow Your Membership

Leslie Johnson, International Communications Committee

Our International website provides each District with a website. Each District Website provides the opportunity for each club to have their own web page. The club web page can become the hub of all membership and fundraising activities. Whether its social media, email, direct mail, print or other marketing methods, they should all drive traffic to the club web page. Your web page should easily explain who you are, what you do and how the community benefits.

Here are tips for getting the most out of your website and converting visitors into potential members:



- 1. Use your website to develop the image of what your club is all about. Use your logo, graphics and images. You will want to use easy navigation, simple color schemes and clear, concise copy. Have friends that you can consider to be potential members take a look at your site and give you feedback to see if your message of "what our club is, what we do and who we serve" is resonating with them. It is also critical for visitors to have a way to contact you. Provide location information, hours of meetings, phone numbers and a link to a map of your location. Make sure you update your website often and check it with different devices and different browsers for readability. It should be mobile device friendly.
- 2. Use your website to increase traffic. Blogging can be very important for building traffic and helping your SEO (Search Engine Optimization). Google Algorithms look for good content using the keywords on which your audience may be searching. Survey your club and find out what keywords they utilized. Make sure your content is relevant to your audience and is beneficial (not just self-promoting). Embed links to other external sources and to other content on your site. Make sure to target posts to demographics that meet your desired membership profile.
- 3. Use your website to share you activities. Think about the service projects you have and other potential projects that could be adopted with additional members. Reach beyond the projects that you typically do and discuss new projects that may attract new members. My club is looking into our new county animal shelter. There are a lot of animal lovers in our club and it is an untapped group of potential members that we have yet to reach out to. Your website is where you reach out to potential members and have them join you in a day of service at a new potential project. Use videos to tell people what you are going to do and what kind of help you need. Good videos result in conversation.
- 4. Use your website to sell your club and your fundraisers. Think about your ideal club member. Where do they shop, what do they read, what's their age group, how you can attract them into joining your club and what will send them on a search for you. Think about the way your "club" makes their life and their community better and write a copy that explains it. Try and identify their questions and address them in a FAQ section. Get them to take action! Whether it's a call to you or email. Make sure you website has a way to "contact" someone in the club. The goal is to become aware of who they are and how joining your club benefits them.
- 5. Rules for Web Page Building:
 - a. The web page is for reaching out to people.
 - b. Keep your web page lean and mean.
 - c. Don't make visitors jump through hoops.
 - d. Never make an unnecessary link.
 - e. Always group necessary items together.
 - f. If you can give visitors an option, then do so.
 - g. It's your web page, it's your vision, do it your way.

Navigating the Web...

- Important websites to know!
 - www.altrusa.org (click Member Login in the upper right)
 login.altrusa.org (go directly to the members area)
 www.altrusastore.com (purchase Altrusa branded items including pins and banners)
 www.altrusaservice.org (browse and share your club's service projects)
- Give us some feedback and share your thoughts on improving Altrusa with the <u>Suggestion Box</u>.
- If you have forgotten your password to the site please send an e-mail to <u>Altrusa@altrusa.org</u> or call the International Office for assistance.

Highlights

- The first portion of dues if paying separately was due July 1, 2020. The due date for your balance will be November 30, 2020.
- The Club Annual Report results have been distributed to District Governors and awards will be going out soon. A list of Distinguished Clubs will be available on the Leadership page of the website soon.
- Can't find what you need on the website? You must log in first, then you can use the search bar on the upper right corner of the page. Type in the document, person, or key word you are looking for to see what is available on the site.

Important Dates

July 30 International Day of Friendship

August 12 International Youth Day

September 8 International Literacy Day

September 21 International Day of Peace

October 1 International Day of Older Persons

October 16 World Food Day

October 24 is
United Nations
Day

Leadership in the Age of Zoom

Linda Barb, International Leadership Development Committee

Altrusa Clubs throughout the world are adapting to new ways of meeting, performing service, fundraising, just to mention a few of the many changes in the past six months. How is your Club adapting?

Leadership workshops for ages have addressed the need for adaptability to meet changing environments. Well, 2020 has brought changing environments to a new level. Unfortunately, it won't be over soon. Here are just a few considerations for leaders as we navigate forward until the time there is a vaccine and we can all breath more easily.



- Is your Club meeting on Zoom or Free Conference Call (FCC)? Many Clubs are and though it is not the same as an in-person meeting it keeps Club members communicating. Do you have members without computers or access to the internet? Think of a way to include them in your meetings via phone or following up with minutes and notes.
- As a leader, are you uncomfortable using a virtual meeting method like FCC or Zoom? If my 99-year-old father can join family Zoom meetings, you can do it too. Just ask your Club for help and someone will step up. You'll learn a new skill.
- Communication is key to maintaining a link with your Club members. Many are spending a LOT more time at home, especially our older members. All Altrusans need to know what our Clubs, leaders and committees are doing and how they can help if possible.
- Keep up with members and changes in their lives. Send emails, notes, and phone calls to those who have become ill or had ill family members, those who may have lost family members, or those who have had joy in their lives through weddings, anniversaries, new babies, graduations.

While we all hope there won't be a second wave, Club leaders need to prepare now for the possibility of restrictions for another six months or more. Brainstorm with your Club Board of Directors and members to get their input on how Altrusa can function in your community in the Age of Zoom.

Navigating Group Tally

Shannon Schell, International Membership Development Committee

Our International Member Management Center is run on our platform Group Tally. As District Treasurers, Club Treasurers and Club Presidents it is important for you to be familiar with all the operational components of this system. First, decide at the club level who and how many members will be in charge of editing and updating your Club Membership Roster page. We recommend that "Full Administrative and Administrative" rights should be very limited to only a few members in each club at any one time. Please make these access changes with each new incoming Board or as necessary with position changes within your club. This will protect the integrity



of your membership data. Any others who may need access to this data should be granted "View Only" access. This process is accomplished whenever you update Club Officers in the "current group positions" summary page.

Next, from the Members Tab, you will find the complete list of names of everyone who is a paid member of your club. We recommend that each Club Treasurer monitor this member list on a regular basis for accuracy. This is a fluid documentation of ever-changing information, adding new members, removing those that have resigned, updating current member leadership positions, contact information and mailing addresses as they become known to you. This task is the full responsibility of each individual Club. However, speaking as a former District Treasurer, it is also imperative that you share these updates and changes, once made on Group Tally, with your District Treasurer. Our individual Districts keep their own membership data and rosters, it is also important that the District data reconciles with that of the data on Internationals Group Tally. This can only be accomplished with your help.

You will find more detailed user information, such as login instructions, choosing payment methods and making membership payments, on the International Website. When you login click on the Membership Tab for Group Tally manuals and tutorials. Please contact the International Office should you encounter any problems or have any questions; they are always more than happy to assist you.



Turning Promises into Action

Kathy Schrein, Chair Altrusa Representative to the United Nation's Department of Global Communications, Civil Society Unit

The United Nations is an Intergovernmental Organization (IGO), governments of its member states. Altrusa International is one of the NGOs or civil societies. NGO stands for nongovernmental organizations. Other NGOs might include Red Cross, Greenspace, etc.

Many Altrusans ponder what our role is as an NGO. The most important activity we have is sharing the UN's global messages, bringing them into each of our Altrusa communities. NGOs have no international role as the powerful political IGOs within the General Assembly or the Security Council do.



Perhaps Altrusans are most familiar with promoting the UN Observation Dates and International Years as set by the General Assembly. Many of our clubs list these dates in their club newsletters or even present a monthly Accent on these current UN topics.

This month let's focus on some of the current UN information and consider our access to and dissemination of UN information to our members. See the following current UN topics. Raise awareness and help spotlight these issues!

United Nations Talenhouse

Thousands of creators from around the world generously submitted their work to help communicate important and unifying messages that can combat the spread of COVID-19 and unite the world during this pandemic. The creative work is free to share and available in multiple creative formats and languages.





Follow @UN and @talenthouse on Twitter and use the hashtag #UNCovid19Brief





The world is facing an unprecedented challenge with communities and economies everywhere affected by the growing COVID-19 pandemic. The world is coming together to combat the COVID-19 pandemic bringing governments, organizations from across industries and sectors and individuals together to help respond to this global outbreak. The outpouring of global solidarity and support sparked by this shared challenge has been phenomenal.

The World Health Organization (WHO) is leading and coordinating the global effort, supporting countries to prevent, detect, and respond to the pandemic.

Everyone can now directly support the response coordinated by the WHO. People and organizations who want to help fight the pandemic and support the WHO and partners can now donate through the COVID-Solidarity Response Fund at www.COVID19ResponseFund.org.

Covid-19 in New Zealand

Jenette Borrell, International Director

I've been asked to write about our experience of Covid-19 here in District Fifteen, New Zealand.

At the beginning it all seemed to happen so fast... First case reported in NZ was on February 28th with the general population not too concerned. March 9th I began preparing a large basket of goodies for our Altrusa Easter raffle, the main fundraiser for our 'Swimming Lessons' project, and by the end of that week there were questions over whether people would want to share pens when writing their names on the raffle sheet. On the 17th our President began to question whether we should hold our meeting on the 24th, but before the week was over it was taken out of our hands as our meeting rooms were commandeered as a testing station for Covid-19. New cases were now in double figures each day.



Then on Saturday March 21st the government announced the pandemic would be controlled by the whole country working through 4 Alert Levels - we had skipped Level 1 and gone straight into level 2 which meant that 'elderly' folk over 70 who 'needed to be looked after' should isolate in their homes (a shock to many who had never considered themselves elderly). Two days later it was announced we were in Level 3 and that at midnight on the 25th New Zealand would go into Level 4 with total lockdown for at least 4 weeks.

And so on the morning of March 26th we awoke to empty streets and a silent town. We could still go out to exercise but only in our own neighbourhood – no taking the car to walk in a park or use the cycling trails. One person from each household to be the designated shopper, and the only other excuse for getting in the car was to seek medical treatment.

We listened to the Prime Minister and Director General of Health give daily briefings as the cases rose to a peak of 109 new cases on April 5th. It was very evident there were quite distinct clusters of infection - from a wedding, a St Patrick's night party in a bar, in a school where a teacher had returned from overseas, and so on, but still no widespread community transmission. Our going into lockdown so quickly seemed to be working.

Lockdown was extended to 5 weeks, but with new cases decreasing daily we were down to Level 3 which was basically lockdown with takeaways and contactless payments and the chance for internet retail to start up again. By May 14th we'd had no new cases for some days and with Level 2 we were able to celebrate the reopening of our communities albeit with lots of rules still around the size of gatherings, social distancing, and travel. I had not been looking forward to wearing a mask, but that was never encouraged here.

So now we're in Level 1 and likely to stay there for a very long time. Our borders are closed to all but New Zealand citizens and residents and every person entering must remain in official managed quarantine for 14 days before going home. The government is paying to quarantine those returning to NZ and it has meant some hotels have been able to remain open and keep staff employed, but the cost is mounting with thousands who were living and working overseas wanting to return to 'home'.

We are a small country and an island nation which we know made our task easier and have been very fortunate with our physical health compared to many other countries. With only 1 person on a ventilator and 22 dying we and the government mostly did everything right, although there certainly have been some missteps and errors. Things are still not always going smoothly, but like every other country in the world the economic damage is massive.

My thoughts are with all those whose lives are still being affected by this pandemic. My hope is that all Altrusans are keeping well and safe and that your lives and those of your families have not been too badly affected. We must all hope that our communities and our countries will recover.

Service Project Database

Samantha Berven, International Service Development Committee

2020 has brought many changes to the ways we conduct our service projects. With circumstances varying by locale and changing on an almost daily basis, now is a good time to evaluate your service projects and how you will conduct them going forward. It's an even better time to enter your service project information into the Altrusa Service Project Database!

The Altrusa Service Project Database, located on the service tab at Altrusa.org, is a great tool to search and share service projects. You can upload your service project in 3 simple steps: step 1 select "enter a service project" from the menu; step 2 fill in the blanks (be sure to select the proper category from the list provided); and step 3 click "submit". When filling in your project description, please add your project coordinator's name and email address, so other clubs can reach out for more information or questions. I challenge each club to add one new project to the database by the end of 2020!

If you are struggling to find ways to continue providing service to your community, consult the database for ideas. Feel free to tailor any of the projects you see to the size of your club, budget and community.

Coronavirus (Covid-19) has affected the way we serve our communities and raise funds to do so. Let's focus on finding new and safe ways to continue our great work in our clubs and communities!

BRR - It Doesn't Have to Be Scary

Donna C. Johnson, International Bylaws, Resolutions, and Recommendations, Chair

Mention Bylaws, Resolutions, and Recommendations (BRR) and most people's eyes start to glaze over. But BRR really isn't that complicated and it's the ONLY way to get something in the bylaws or policies changed.

Club Presidents and BRR Chairs should be aware that the International Bylaws as of July 2019 and the International Policies as of January 2020 are available at no cost on the International website in the Governance section. The International Bylaws include model bylaws for Districts and Clubs and is updated shortly after each International Convention. International Policies may be updated after any meeting of the International Board so it's best to always check online for the most current version.

These publications are the ideal reference when issues of interpretation arise. For example, you are discussing possible candidates for the next club president. Someone suggests new member "Mary Lou GoGetter" saying, "she has such wonderful experience as president of other organizations and boards and would be a great leader." Someone else says "but isn't there some rule about having to have served on the club board of directors in order to be president?" Questions like this are answered by reference to your club bylaws. See Article XI: Officers, Section 3. Qualifications in the Club Bylaws for the answer.)

What if a club wanted that bylaw changed in the model club bylaws (applicable to all clubs) such that service on any board of directors, not just your club's Board of Directors, would qualify someone to be elected as club president? International Policy 3 Bylaws, Recommendations and Resolutions tells you that a club may submit proposed amendments to the International BRR Committee Chairman at least 90 days prior to the pre-convention meeting of the International Board of Directors for consideration at that convention. The club should also send a copy of their proposal to their District Governor.

Basically, you write up what you want the amended bylaw to say, give your rationale for recommending the change, indicate if any other policies or bylaws are affected by the change and whether there is any fiscal impact. Your International BRR committee will take it from there and guide you through the process. See, isn't that simple?

To get bylaw changes published in the pre-convention International Altrusan to meet the requirement for 60 days advance publication, requests for bylaw changes must be submitted by March 1 in the year of the convention. For the upcoming International Convention that will be March 1, 2021.





Changing the lives of girls and women around the world.



DID YOUR KNOW?



- You are part of a global force of 70,000 volunteers around the world.
- Reaching more than 1.7 million women and girls with DfG Kits and education.
- We played a critical role in Utah's decision to end their state tampon tax.



- Altrusans have made monetary donations totaling \$36,000.
- DfG launched 150 Enterprises.
- DfG and Starbucks partnered to launch a special Siren's Blend–a portion of proceeds went to DfG for a week in September



- DfG Kits last up to three years giving thousands of days back to girls so they can go to school or work.
- DfG distributed health education and DfG Kits in 144 countries.
 - An incredible team of analysts from Goldman Sachs presented DfG in their global annual competition and won!

ALTRUSA INTERNATIONAL, INC. SERVICE DEVELOPMENT COMMITTEE

Every Girl. Everywhere. Period.

Should You Altrusa Club Sponsor an ASTRA Club?

Debbie McBee, International ASTRA Committee, Chair

The short answer: YES! The long answer: Definitely yes! Let me tell you why.

Megan Lauer is a poster child (now adult) for the significance of you starting an ASTRA Club. In high school, Megan was a strong student and already belonged to Key Club, the National Honor Society and a few other groups. When ASTRA was going to start at her high school as a newly chartering club, she knew even though she was a quiet reserved student that she wanted to try ASTRA. She was still missing something with her activities and hoped ASTRA would be the right fit and would develop her further.



ASTRA gave Megan opportunities to perform service with her friends, as well as people she had never interacted with in school, every month. She was able to help design and plan projects and could see the impact in her community and even abroad. She built self-confidence and shared her voice with other club members. She got to practice leadership in a safe environment with mentors to guide her. Megan really connected with some of the Altrusans on the ASTRA Committee and was encouraged by them as they worked together during meetings and on service projects.

As Megan states, "If I had never been in ASTRA, I know that I never would have taken on any leadership roles. I couldn't see myself doing that. ASTRA made a difference in my life. When I went to college, I immediately joined a service club, ran for an officer position and was elected as Club Treasurer. I never would have considered that without my time in ASTRA."

Megan went on to pursue an MBA and when she started working, she considered that there was already a Rotary Club, Kiwanis Club, Lions Club, and other clubs in town, but she knew the difference that Altrusans make and she knew what they were about. Said Megan, "No one had to sell me on which club to become a member of as an adult. I was familiar with Altrusa, I loved working with the Altrusans back when I was in ASTRA, and I knew that I could be a contributing member of the local Altrusa club."

Megan became an Altrusan in 2016. She was elected President of her Altrusa Club in 2019. She has many years of wonderful opportunities that lie ahead in Altrusa, but she has already made a huge impact—and is only in her early 30's. There are many "Megan"s out there who need you! Start an ASTRA Club!

An ASTRA Club will provide; fulfillment for your Altrusa members mentoring appreciative and eager youth, fun as you make a positive impact in your community with young adults through service, and a pathway for a steady stream of new members for your Altrusa Club's future...perhaps even your future club president!

What do you need? Interest. If you have three or four Altrusans who enjoy working with young people start discussing whether you want to sponsor an ASTRA club in a middle school, high school, community college, college, or as a community club. Our young people need your mentorship and the rich opportunities that we can provide them to grow in leadership and service. Many ASTRA clubs only meet once per month, and only a minimal budget is necessary, but the difference you can make in one person's life can be truly life-changing!

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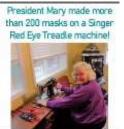


District Six ----- Does Service

Pictures and Stories of What the Altrusans Have Been Doing in District Six during the COVID-19 Pandemic

In mid-March when our three states (Illinois, Indiana and Kentucky) were shut down because of the COVID-19 Pandemic our clubs had to stop having meetings, conducting fundraisers and providing service to our communities. However, when we saw that pandemic was not going to end soon, it did not stop us from doing

service! Clubs looked at current service projects and when they found they could continue with them they did, but if not they looked for other projects they could do. Each club was asked to submit a picture of their activity. Making masks was one of the most popular projects undertaken. Other projects include, packing food items for distribution, taking food pantries to the streets, providing books for Little Free Libraries and summer programs for children, picking up trash in the community, donations of money for community gardens, scholarships, putting together swag bags for Foster Youth Graduates, snack boxes for senior living facilities, making bags to fill with school supplies



and filling backpacks for children. I was particularly struck by above picture of President Mary of the Bedford, IN club making over 200 masks on her Singer Red Eye Treadle machine!





Fond du Lac, WI Club - Made Thank you cards for Fond du Lac Health Care Workers and Police Officers.



St. Paul, MN Club - The Sandwich Wagon has begun! Volunteering while social distancing. Each Altrusan is making sandwiches at their own home while wearing masks and gloves to support Allan Law #thesandwichman



Marshfield, WI Club - Surging Forward with Literacy for Days for Girls.



Bellevue, NE Club – School supplies for service project.



Red Oak, IA Club - Theme for 2020-2021 "When life gives you lemons... make lemonade!" Life has given us many "lemons" so far in 2020! Let's take those lemons & change the world!



Green Bay, WI Club – Re-Opening Altrusa House and donated goodies to healthcare workers on the frontline.



Duluth, MN Club - Club members/ friends made PPE/face shields; over 4,000 during the 4 hours.



Door County, WI Club - Altrusans and other volunteers been busy cutting and sewing cloth masks to help keep Door County community safe.



Fremont, NE Club – One of two Little Free Libraries.

Other Club Projects:

- · Several Clubs:
 - Scholarships
 - Habitat for Humanity
 - Days For Girls
 - Making Masks
- Fargo, ND: Feeding Our Neighbors Near and Far
- Grand Island, NE: Library Displays
- Oshkosh, WI: Just a Little Something Comfort Bag
- Council Bluffs, IA: Operation Shoebox
- · Omaha, NE: Literacy for Today and Tomorrow
- Brookings, SD: Connecting Community Through Literacy
- · Iowa City, IA: Virtual Jo Beers Pie Contest

Altrusa International Foundation, Inc.



foundation@altrusa.org | (312) 427-4410

Established in 1997, the Club 21
Program is committed to serving
children, and their families, affected
by disease and disabilities. The
program mission includes
international healthcare initiatives
providing medical support and
education.

Click here for the program guidelines and application if you know a children's camp or healthcare organization fitting the Club 21 mission.

- Cycle one September 15th applications are due for children's camps.
- Cycle two March 15th
 applications are due for international healthcare projects.

An individual may become a member of Club 21 with an annual gift of \$21.00. An Altrusa Club is a member with a \$210.00 annual gift.



CLUB 21 PROGRAM 2019-2020

REACHING OUT A HAND TO CHILDREN AND THEIR FAMILIES AFFECTED BY DISEASE AND DISABILITY

CAMP DREAMCATCHER OF KENNETT SQUARE, PENNSYLVANIA

Camp Dreamcatcher is a place where children coping with HIV/AIDS can receive free therapeutic services, and unconditional support, while having fun with friends!

CAMP SUNSHINE OF AURORA, OHIO

Camp Sunshine is a four-week long camp supporting and encouraging the daily skills and socialization of children affected by physical, neurological, sensory, and cognitive disabilities.

CAVETT KIDS OF OKLAHOMA

Cavett Kids is the only organization in Oklahoma providing kids with life-threatening and chronic illness a place where illness doesn't define them by hosting six camps, ten annual events, and a variety of programs.

CAMP DREAMCATCHER OF TEMPLE, TEXAS

Camp Dreamcatcher is a summer camp that provides activities adapted to the unique needs of pediatric campers with cancer and blood disorders, while building independence and self-esteem.

SHERWOOD FOREST CAMP OF MISSOURI

Sherwood serves children from low-income families by balancing camp adventures with programs that support school-year learning and growth to discover the best in themselves.

BELIEVE AND INSPIRE

Believe and Inspire's mission is to empower underserved youths to learn more about financial literacy, career and internship preparation, and other long-term life skills to help them succeed.

CAMP EGTI OF THE ARC OF INDIANA FOUNDATION

Camp EGTI focuses on improving skills to assist with the transition from school to adulthood. Instruction and activities are designed with the goal of increasing skills related to indepedent living, self-advocacy, and employement.

GHANA HEALTH & EDUCATION INITIATIVE

The GHEI envisions a future where children, free from illness and illiteracy, can realize their full potential where healthy, educated, young people lead their communities out of poverty.

MEDICINE FOR MALI

The MFM mission is to collaborate and build sustainable approaches to living through health aid, clean water, micro-loans, and education.

Congratulations to awarded Altrusa Clubs!
Click here to view the Grants Program
May 2020 listing.

Grants Program Reminders!

- Next due date is September 15th
- The cycle one distribution will be one month earlier by October 30th. This is to expedite funding for projects impacted by Covid-19.
- Click here for Grants Program guidelines and application