



TransFair USA

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Call for Grant Proposals

All across the U.S., Fair Trade supporters like you are working hard to raise awareness and build demand for Fair Trade. From house parties and café crawls, to fashion shows and festivals, advocates have organized thousands of creative and inspiring activities that build the movement for Fair Trade and bring the benefits of globalization to people all over the world.

This year, TransFair USA is pleased to make grants available for activities during **Fair Trade Month** in October. We are especially interested in creative proposals that involve collaboration among various groups and organizations (retailers, product manufacturers, campus dining officials, community groups, etc.) *Grants average \$500.*

Grant Objectives

- Projects should contribute to education and awareness of Fair Trade and aim to increase the availability, demand for, and sales of Fair Trade Certified™ products. *We encourage you to gather names from event participants to add to TransFair USA's email list.*
- Projects should aim to engage members of your community to become active in the Fair Trade movement. We rely on grassroots supporters just like you to spread the Fair Trade message -- and many get involved after attending a Fair Trade event.
- Build the Fair Trade movement by financially supporting TransFair USA. We recognize that you may not have thought about using your event as a fundraiser, but we would like you to consider it. We can provide materials to help you think through this component and we are happy to speak with you if you would like additional support.

Grant Proposal Guidelines - Please include the following information in your grant proposal:

1. Name and contact information. (Please tell us whom we should make the check out to.)
2. Describe your interest and experience with Fair Trade. What inspired you to get involved?
3. Describe your project (500 words or less). Some topics to include:
 - How will your project increase the visibility, availability, and sales of Fair Trade Certified products?
 - How many people do you expect to reach at your event?
 - How will you publicize your event?
 - What educational materials do you plan to use?
 - What other groups or organizations are you collaborating with?
 - Do you plan to collect donations to support TransFair's work? If so, what is your fundraising goal? (All amounts are welcomed!)
4. Tell us about your objectives and desired outcomes. What are the possible impediments or challenges?
5. Please include a detailed project budget (please be as specific as you can!).

If you are selected to receive a grant, we will ask you to sign and return a letter of agreement. We will also ask that you submit a final report describing the outcomes of your project.

Please return completed applications to marketing@transfairusa.org as soon as possible, by **September 15, 2007** at the latest. *Good luck!*