



Grant Application

Instructions

Please provide all the information requested. Edit the document header to provide a title for your grant application and the submission date. Feel free to use additional space for your responses, and to provide any supporting materials.

This application is confidential. Its contents will not be disclosed by the Fund Committee or by the panel that evaluates it except that awarded grants will be announced per §2.4.7 of the Fund Governing Document.

The application will be evaluated objectively on its own merits, and not in relation to any other past or pending applications. The evaluation will not discriminate based on factors including but not limited to: race, national origin, religion, gender, sexual orientation, gender identity, age, and disability.

The evaluation process takes into account (1) the quality of the proposed project or activities, (2) its impact on the intended audience, (3) the qualifications of the applicants, (4) whether the deliverables and benefits can be adequately measured, and (5) the likelihood that the project or activities will substantially achieve its objectives within the stated time period.

All those named in this application must be members in good standing of the ICG and agree to remain members throughout the term of the grant. An individual may have only one active grant at a time. A new grant involving any individual can only be awarded after the current grant involving that individual has been completed.

Submit your application by sending this original document file or a PDF rendition to 'icg-grants@costume.org' with the subject line "Grant application." Your submission will be acknowledged within 72 hours. If you do not receive an acknowledgement within that time, you may send a follow-up message stating when the original message was sent and asking for confirmation.

If a grant is awarded, we will notify you of the amount, reporting requirements, and restrictions or limitations.. Awardees must submit a completed U.S. IRS [Form W-9](#).

1. Applicants

List the applicant(s) for this grant. Include all those who will work on the project.

Name: Philip Gust.....

Address: 86 Inyo Place

City: Redwood City..... State: California.....

Country: USA..... Postal code: 94061

Email: phil@philipgust.com..... Telephone: +1 650 367-7763.....

Primary chapter: Silicon Web (SiW)..... Membership expires:10/2022.....

Do you have a current ICG grant? Yes [No] Grant completion:

Name:

Address:

City: State:

Country: Postal code:

Email:..... Telephone:

Primary chapter:..... Membership expires:.....

Do you have a current ICG grant? Yes No Grant completion:

Name:

Address:

City: State:

Country: Postal code:

Email:..... Telephone:

Primary chapter:..... Membership expires:.....

Do you have a current ICG grant? Yes No Grant completion:

2. Description of Project or Activities

Provide a detailed description for the project or activities that this grant will help fund. Be sure to identify how it reasonably relates to the goal of the Fund to, “promote the art and science of costuming, either in a specific locale or the community as a whole.”

As a virtual chapter, there are limited opportunities for the Silicon Web Costumers’ Guild (SiW) to provide its members with in-person programming on costume-related topics. The availability of ICG’s Zoom platform now offers the possibility for SiW to develop a webinar series that draws on the expertise of presenters located anywhere in the world.

The webinars would be held live at fixed dates and times, and offer participants the opportunity to interact with presenters and other webinar participants through the chat and Q&A features. The webinars would be recorded and made available to the wider costuming community on a content distribution platform such as YouTube or Vimeo. Presenters would also be offered the opportunity to author articles in *The Virtual Costumer*, SiW’s quarterly costuming ezine on topics related to their presentations.

The purpose of this grant application is to cover the costs of developing and presenting an initial series of webinars and making them available at no cost to participants to help build an audience for the series. This initial series of webinars will help us gauge interest, establish a format, and explore ways to make the webinars sustainable and self-supporting in the long-run.

The immediate motivation to launch this webinar series now was a meeting between SiW VP Betsy Marks and Susan de Guardiola at CC40. Susan is in close touch with a very active costuming community in the Ukraine, and can help organize webinars by members of this community on Ukrainian costuming and folk wear topics.

To help support this community, Susan wants to arrange for an honorarium of around \$200 for each presenter to develop and present on topics in their areas of expertise. This is a significant amount in their economy and would really help them out at this time. Webinar participants would have the opportunity to make an additional contribution to these presenters. This also helps to develop beneficial long-term connections to this community.

If this initial webinar series is successful, SiW can consider expanding it later on to include workshops where participants receive hands-on instruction and interact more closely with instructors.

3. Benefit to Intended Audience

Describe whom the project or activities will benefit, and the specific benefits and deliverables it will provide to its intended audience.

The development of a webinar series on costuming-related topics will benefit SiW, ICG, and the wider costuming community. The funds provided by this grant will enable SiW to pilot the development of this webinar series and help us to build an audience for it.

For SiW, webinars offer an attractive new benefit and provide opportunities for members to interact on a regular basis. They can also help attract new members who learn about our chapter as a result of these webinars. As a virtual chapter, costumers from anywhere in the world can join. A number of organizations have found that webinars launched during the pandemic resulted in significant growth in their audience beyond their traditional base, and are continuing them even when in-person events are possible.

A webinar series produced by one of its chapters also helps promote the ICG and furthers its educational mission. The webinars will be announced and made available to ICG members who can join live webinars on a space-available basis or watch the recorded webinars afterward. The ICG will also benefit by learning from SiW's experience in creating webinars and delivering content to members in this form.

The wider costuming community will benefit by having access to webinars by experts in various aspects of costuming, with content that compliments other online sources. It will also offer presenters from diverse communities an established channel for sharing their expertise.

4. Qualifications and Contributions of Applicants

Describe the qualifications and contributions of each of the applicant(s) to the project or activities that this grant will help fund. Be sure to identify and describe special qualifications of any of the applicants on which successful completion critically depends. Also indicate whether the applicants will play a significantly unequal role.

Philip Gust has been involved in both print and video content creation for a number of years. As editor of *The Virtual Costumer* (<http://www.siwcostumers.org/vc>), the quarterly ezine of SiW since 2009, he gained experience at bringing in-depth, costume-related content from a world-wide community of subject experts to its members.

As vice-president and then president of the Silicon Valley Chapter of the Special Libraries Association (SLA), he previously developed a webinar series and a YouTube channel (<https://www.youtube.com/user/SLASiliconValley>) that brought programs hosted by the chapter to members who were not able to attend the in-person events. The series gained a following in the SLA and the library community, and the SLA presented the chapter with a special award and a grant in recognition of this series.

Several other members of the chapter who are interested in exploring the use of webinars will also be involved in helping with the initial development of this series. One of them (Betsy Marks) is a Marty Gear Fund grant recipient who received a grant for software to help bring the Costume-Con Visual Archives back online.

5. Duration and Milestones

Provide a schedule for the project or activities that this grant will help fund, including expected start and end dates, and a list of identifiable milestones that can be used to measure its progress.

We anticipate an initial series of three or four webinars over a one-year period. This should be sufficient for us to determine whether there is enough interest, to establish a format, and to explore ways to make the webinars sustainable and self-supporting in the long-run. If a fourth webinar occurs, there is an option for a workshop instead or in addition.

September 2022. The first webinar will take place with a talk by a member of the Ukrainian costuming and folk wear community. The webinar and topic will be announced several weeks in advance. The ICG Zoom account allows only 100 participants so registration will be required. The video of the talk will be posted within several weeks and announced on the SiW website and other outlets.

The SiW board will meet sometime after to discuss the webinar and plan for a second one. If there is sufficient interest in another talk by a Ukrainian costumer, we will invite them to prepare one. Otherwise, we will identify another topic and a speaker.

November 2022. A short article promoting the webinar and the presenter will be published in the November-December issue of *International Costumer* with information on how to view the recording.

November 2022. If the presenter and the translator for the first webinar are willing to prepare an article on the presentation topic, it will appear in the November 2022 issue of *The Virtual Costumer*.

November 2022. A second webinar will take place on the selected topic. The video of the talk will be posted within several weeks and announced on the SiW website and other outlets.

The SiW board will meet sometime after to discuss the webinar and plan for a third one. We will also identify another topic and a speaker.

February 2023. If the presenter for the second webinar is willing to prepare an article on the presentation topic, it will appear in the February 2023 issue of *The Virtual Costumer*.

February 2023. A third webinar will take place in February on the selected topic. The video of the talk will be posted within several weeks and announced on the SiW website and other outlets.

The SiW board will meet sometime after to discuss the webinar and determine whether to continue the series. If so, we will also discuss whether the next one will be a webinar, a workshop or both, and identify a topic and a speaker/instructor.

May 2023. If the presenter for the third webinar is willing to prepare an article on the presentation topic, it will appear in the May 2023 issue of *The Virtual Costumer*.

June 2023. A fourth webinar/workshop will take place in June on the selected topic. The video of the talk will be posted within several weeks, and announced on the SiW website and other outlets. This will be scheduled to occur within the 12-month scope of the grant.

The SiW board will meet sometime after to discuss the webinar/workshop and plan for the continuation of the series in the long-term. This will likely entail forming a program committee to line up and schedule topics and speakers.

July 2023. A final report on the webinar series will be submitted to the Marty Gear Fund. A short article on the series will also be submitted for the July 2023 issue of the *International Costumer*.

August 2023. If the presenter for the fourth webinar/workshop is willing to prepare an article on the presentation topic, it will appear in the August 2023 issue of *The Virtual Costumer*.

6. Budget

Provide a budget for the project or activities that this grant will help fund, showing the estimated cost, the amount or range of amounts for the grant you are requesting, and additional sources of funding that you will rely on. If you specify a range of amounts, please show how you will complete the project or activities if your award is at the lower and upper end of the range. Specifying a range gives the evaluation panel more flexibility in considering grant awards.

Here is the proposed budget for the initial webinar series:

Webinar 1:

- \$200 honorarium for Ukrainian presenter/translator to prepare and deliver webinar. Attendees may make an additional voluntary donation, but we want to offer this webinar at no cost to help gauge interest.
- \$100 for presenter and translator to prepare article on presentation topic for *The Virtual Costumer*.

Webinar 2:

- \$100-\$200 (higher amount for Ukrainian presenter/translator) honorarium to prepare and deliver webinar. Attendees may make an additional voluntary donation, but we want to offer this webinar at no cost to help gauge interest.
- \$100 for presenter (and translator) to prepare article on presentation topic for *The Virtual Costumer*.

Webinar 3:

- \$100 honorarium for presenter to prepare and deliver webinar. Organizations like Peninsula Wearable Arts Guild and Greater Bay Area Costumers' Guild offer similar honoraria, which are normally covered by fees from participants. We want to offer this webinar at no cost to help gauge interest.
- \$100 for presenter to prepare article on presentation topic for *The Virtual Costumer*.

Webinar 4:

- \$100 honorarium for presenter to prepare and deliver webinar and/or workshop (a workshop would be an additional expensive). Organizations like Peninsula Wearable Arts Guild and Greater Bay Area Costumers' Guild offer similar honoraria, which are normally covered by fees from participants. We want to offer this webinar at no cost to help gauge interest.
- \$100 for speaker to prepare article on presentation topic for *The Virtual Costumer*.

The grant request covers the following kinds of expenses:

- Cost of the four webinar presenters (\$500-\$600)
- Cost of Ukrainian presenters/translators preparing articles for *VC* (\$100-\$200) (SiW will cover any cost of non-Ukrainian presenters/instructors preparing articles)

Here are options based on the amount granted.

- Granting \$800 will enable us to have four webinars -- the first two with Ukrainian presenters and translators.
- Granting \$600 will enable us to have two webinars with Ukrainian speakers and translators, or three webinars -- only one with a Ukrainian presenter and translator.
- Granting \$400 will enable us to have two webinars -- only one with a Ukrainian presenter and translator.

We feel that three or four webinars are needed to evaluate the results and draw meaningful conclusions. If only \$400 is offered, we would need to secure other funding for a third and possibly a fourth webinar.

7. Results

In assessing the results of your project or activities, it is important to consider how to measure success. Describe the expected results and impact of the project or activities that

this grant will help fund. How will those results be assessed, and how can their impact be measured?

Here are some of the expected results and impact of developing this initial webinar series and how their impact could be measured.

- Attendance for at least one webinar, by SiW members and those from other chapters. SiW has around 50 members. A 50% chapter member attendance (25) at any one webinar would be an exceptional result. The ICG has around 200 members. A 25% ICG member attendance (50) at any one would be an exceptional result.
- Repeat attendance as measured by how many attend at least two webinars. A 50% rate of repeat attendance would be an exceptional result.
- Satisfaction as measured by a short survey sent to attendees at each webinar asking for their satisfaction with the presenter, the material presented, the overall experience, and the likelihood of recommending to a friend and/or attending another one. Above average satisfaction and at least a 25% referral rate is expected.
- A poll of all SiW members at the end of the series asking for their input on the perceived benefits of the initial webinar series, and whether it should continue. An above average positive response and a recommendation to continue is expected.

8. Reporting

You will be responsible for making periodic progress reports and a final report on the project or activities. Please describe how you will report on progress, how frequently progress reports will be made, and what will be included in the final report when the project or activities is completed.

Short reports will be sent to the Marty Gear Fund after each webinar on the webinar, attendance, and the SiW board's assessment of the webinar and the series so far.

A final report on the initial webinar series will include details about the logistics of putting on and promoting the series, issues encountered, an assessment of the overall success of the initial series, and whether it is likely to continue.

9. Additional Information

Please include any additional information that the Fund may have requested in connection with this application, or any additional information you would like the evaluation panel to consider in evaluating this application.

SiW is a relatively small group compared to the size of other organizations who put on webinars for their members. Success will depend on chapter members who volunteer to help put these webinars on. This is not a one-person operation, even though one person is submitting this grant request with the approval of the SiW board and will ensure that the terms of the grant are fulfilled.