

Hazel Hernandez

From: Funding Request
Sent: Thursday, October 13, 2016 11:46 AM
To: Hazel Hernandez
Subject: Fw: New submission from 'Fall 2016 Funding Application'

From: Jim Mitchell <jim@ozarkliteracy.org>
Sent: Thursday, September 29, 2016 7:57 PM
To: Funding Request
Subject: New submission from 'Fall 2016 Funding Application'

You have a new submission.

Name of organization

Ozark Literacy Council

Year organization was established

1964

Address

2596 North Keystone Crossing

City

Fayetteville

State

Arkansas

Zip

72703

Project Title

Read Across NWA 2017

Frequency

Annual

Primary Contact

Jim Mitchell

Email

jim@ozarkliteracy.org

Phone

479-521-8250

Start Date

07/15/2017

End Date

07/15/2017

Project Location

Various locations throughout Fayetteville and Washington County

Amount Requested

\$10,000

Event summary

RANWA17 is a free community day to celebrate literacy in Northwest Arkansas, to create awareness of the 13% adult illiteracy rate in the area and encourage friends and families to explore the region using the Razorback Greenway, a variety of Little Free Library kiosks and area businesses.

How will funds be used

All funds from the Fayetteville A and P Commission will be used to create a broad marketing campaign in print, radio and television to complement a social media campaign to publicize the event on a regional basis.

Recognition

The Commission will be presented as the Lead Sponsor on all print and electronic advertising, social media websites, etc.

Funding from other sources

Yes. OLC plans to solicit a minimum of \$5,000 from area individuals, businesses and foundations as a partial match to the A and P funding.

prior funding

No.

not funded impact

The promotion of the overall project would be scaled back to rely primarily on free social media marketing as was done with the inaugural 2016 event.

budget

[57edb85f89f27-](#)

[RANWA17.Budget.AandPApplication.092016.xlsx](#)<http://www.experiencefayetteville.com/images/fundingapps/fall2016/57edb85f89f27->

[RANWA17.Budget.AandPApplication.092016.xlsx/home/experiencefay/public_html/images/fundingapps/fall2016/57edb85f89f27-RANWA17.Budget.AandPApplication.092016.xlsx57edb85f89f27-](#)

[RANWA17.Budget.AandPApplication.092016.xlsx](#)

Supporting Docs

[57edb85f8aa23-RANWA Poster](#)

[Final.pdf](#)http://www.experiencefayetteville.com/images/fundingapps/fall2016/57edb85f8aa23-RANWA Poster Final.pdf/home/experiencefay/public_html/images/fundingapps/fall2016/57edb85f8aa23-RANWA Poster Final.pdf57edb85f8aa23-RANWA Poster Final.pdf