

# DESIGN GRANT GUIDELINES

Design grants are part of Schipper Design's commitment to creatively inspire and champion local nonprofit agencies while working to help strengthen Central Coast communities in need. Grant recipients will receive 30 hours of donated time, customized to meet their project objectives.

## CRITERIA

This design grant is open to all 501(c)(3) nonprofit agencies serving Monterey, San Benito, and Santa Cruz Counties.

Schipper Design will select projects that represent a diversity of nonprofit missions. Projects will be evaluated on concept viability and potential for impact.

### Viable projects include, but are not limited to:

- Outreach Consultation and Planning
- Print Design
- Logo Design
- Stationery
- Photoshoot & Creative Direction
- Event Invitation
- Social Media Graphics
- Promotional Material
- Inter-office Form (editable PDF)
- Signage
- eBlast

Due to the nature and commitment required, we will not be offering design and development for websites, film, video, animation, mobile sites and apps, tradeshow booths, podcasts, and digital audio.

Incomplete applications will immediately be disqualified.

## DESIGN GRANT SELECTION PROCESS

**January 1, 2019:** Application Opens

**February 28, 2019:** Application Submission Deadline

**March 30, 2019:** Selection of Grant Recipients

**October 31, 2019:** Grant 2019 Cycle Closes

## PARAMETERS

The following parameters and restrictions apply:

- 30 hours of time will be allocated as follows:
  - ▶ 4 hours of creative development
  - ▶ 22 hours of design
  - ▶ 4 hours of account management
- If the project exceeds the scope, an estimate cost of work will be provided.
- Print management and associated costs are not included within the grant scope. An estimate will be presented upon request.
- Project timeline must fall within the agreed upon schedule during regular business hours. Projects must be completed within the 7 months of receiving the grant (April 2019 – October 2019).
- All concepts become the intellectual property of the non-profit organization.
- Schipper Design retains the rights to reproduce and showcase final projects.

Schipper Design does not support nonprofit agencies that discriminate in their employment practices, volunteer opportunities, or delivery of programs and services on the basis of race, religion, gender, national origin, age, disability, veteran status, marital status, sexual orientation, or any other characteristics protected by law.

For any questions regarding the application process, criteria, or proposed ideas, contact:  
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