



## The Kindermusik Good Beginnings Grant Program FAQs

### 1. What is Kindermusik International?

Kindermusik is a music and movement program for infants, toddlers, preschoolers, and big kids. Our research-based, research-proven approach will help your child develop early literacy, math, social-emotional skills, as well as music appreciation and laughter appreciation! To locate a class near you, visit [www.kindermusik.com](http://www.kindermusik.com).

### 2. What is the Kindermusik Good Beginnings Grant Program?

The mission of the Kindermusik Good Beginnings Grant Program is to grant cash awards to individuals, groups, schools, studios, and other qualified organizations based in the United States and/or Canada. These cash awards will enable others to better the lives of children around the world.

### 3. How does the Good Beginnings Grant Program work?

- Qualified individuals and organizations apply for the Kindermusik Good Beginnings Grant Program online at [www.kindermusik.com/grants](http://www.kindermusik.com/grants). Applications will be accepted mid-November through mid-December. Applicants are strongly encouraged to include a video and photo(s).
- After the application deadline passes, all grants will be reviewed to ensure that they meet the qualifications.
- In January, all qualified grant applications will be posted to the above webpage for the general public to view and vote on the applications they like. Finalists will use social networking sites (Facebook, YouTube, Twitter, etc.) to self-promote and drive “Voter” traffic to the site. In addition, Voters may also promote the submissions for which they are supporting via social networking sites.
- The five submissions with the highest number of votes would be eligible to receive a grant valued at \$1,000 US.
- After receiving the grant, grant awardees would be required to submit a minimum of one update to KI showing the results of the grant.

#### **4. Does the Kindermusik Good Beginnings Grant Program replace the Kindermusik Children's Fund?**

No. The Kindermusik Children's Fund will continue to operate as is.

The Kindermusik Children's Fund provides assistance to children who are physically or emotionally challenged, who are financially or educationally disadvantaged or who have lost a parent. This fund awards materials and relies on the voluntary, matching generosity of Kindermusik educators to provide free tuition so that children in need can participate in the Kindermusik experience.

The Kindermusik Children's Fund is available only to Kindermusik Licensed educators.

#### **5. How many Good Beginnings grants will be awarded and how much are the grants worth?**

Five grants valued at \$1,000 US each will be awarded.

#### **6. Are the grants available for residents outside of the United States and Canada?**

Unfortunately, no. At this time, the grants are only available to residents of the United States and Canada.

#### **7. How do I apply for a Good Beginnings grant?**

Eligible individuals and organizations can apply for the Kindermusik Good Beginnings Grant Program online at [www.kindermusik.com/grants](http://www.kindermusik.com/grants). Applications will only be accepted by submitting an online application.

#### **8. Who is eligible to apply for a grant?**

- Residents of the United States or Canada who are 18 years of age or older
- Applicants can represent an individual, a non-profit organization 501(c)(3), or for profit organization with annual revenues \$1M or less

- Employee-Owners of Kindermusik International and members of their families may apply on behalf of an organization but must indicate on their application their relationship to KI

## **9. What is the deadline for submitting a grants application?**

Applications will be accepted mid-November to 12/16/10. All dates begin at 12:00:01 a.m. and end at 11:59:59 p.m. Eastern Time.

## **10. What information should I include on my application?**

To apply for a Good Beginnings Grant, applicants are asked to complete the following information in English at the Kindermusik Good Beginnings Grant Program webpage:

- First Name/Last Name
- Phone Number
- Email Address
- Password
- Birth date
- Street Address
- City
- State/Province
- ZIP/Postal Code
- Country (US/CAN)
- Affiliation with Kindermusik International, if any
- Brief headline of the Project Idea (70 characters max)
- A brief bio of individual
- Main goals of the project and how the goals will benefit children
- Upload photo (max of 6)
- Preferred: YouTube or Vimeo video
- General financial breakdown of how grant would be used
- Start date and end date of project (one day events are acceptable)
- Optional: Project Links (Blog, Facebook, YouTube, Flickr, LinkedIn, Picasa, Twitter, "other")

## **11. How can I make my application stand out?**

We strongly encourage to use photos and a video to explain your idea. You don't need fancy cameras or special lighting. You do need to speak from the heart about how your idea can affect the lives of children.

## **12. What happens after I submit my application?**

All applications must be submitted no later than 11:59:59pm EST on December 16, 2010. Between December 17 and January 4, all applications will be reviewed to ensure they meet the guidelines. Those that do will be posted on the website at [www.kindermusik.com/grants](http://www.kindermusik.com/grants) for public voting beginning January 5, 2011 and running through early February.

We'll let you know when voting starts because then the fun begins! Tell your family and friends and their family and friends to visit the site and vote for your idea. The five ideas that receive the most public votes are each eligible to receive a grant valued at \$1,000 US.\

## **13. How will it be determined who is eligible to receive a grant?**

The five ideas that receive the most public votes are each eligible to receive a grant valued at \$1,000 US.

## **14. How can I tell my friends to vote for me?**

Social media sites like Facebook, Twitter, LinkedIn are easy places to ask your friends to go to [www.kindermusik.com/grants](http://www.kindermusik.com/grants) and vote for you. Social media buttons will be included on the grants page to allow you to easily share it. "Like" the Kindermusik page and tell your friends why. Spread the word via email too.

## **15. How many times can a person vote?**

A person can vote up to 10 times a day on as many days as they want during the voting period.

## **16. Can I vote for my own project?**

Yes, you can vote for your own project up to 10 times per day.

## **17. How does public voting work?**

In order to vote for an idea, an individual must visit the Kindermusik Good Beginnings Grant Program webpage and vote.

An individual may vote up to 10 times per day during the Voting period. Voters are not limited by geographic location.

A Grant Participant may also vote up to 10 times per day during the Voting period.

## **18. What will be publically shown on the website about my proposal?**

The searchable Voting website will show the following information per Applicant:

- First Name/Last Name
- City
- State/Province
- Brief headline of the Project Idea (70 characters max)
- Brief bio of individual
- Main goals of the project and how the goals will benefit children
- Photos
- YouTube or Vimeo video (if one was provided)
- Financial breakdown of how grant would be used
- Start date and end date of project
- Project Links (Blog, Facebook, YouTube, Flickr, LinkedIn, Picasa, Twitter, "other")...if they were provided

## **19. What if there is a tie?**

If there is a tie, Kindermusik International shall determine the awardees based on the Applicant who achieved the winning number of votes first. All votes are time-stamped.

## **20. How and when will winners be notified?**

Winners will be notified by email in early March 2011 and required to complete an Approval Document prior to receiving grant money. The document includes follow-up guidelines specific to their proposal and would closely align with their project milestones.

In addition, we will showcase the winners on the website.

## **21. What happens after I receive the grant money?**

The Grantees would submit follow-up materials to Kindermusik International. Grantees submit the following:

- Up to 10 photos (jpeg files) of the project in action
- A follow-up article about how the funds were used and include a description of how they were received by the intended. Article not to exceed 500 words.
- Preferred: A short video clip about the project. Video should not exceed 3 minutes in length.