



Community Outreach Grants for Energy Efficiency and Building Electrification Education

Silicon Valley Power is offering grants up to \$10,000 for not-for-profit community-based organizations to identify and provide outreach to underserved residential and small business customers, with an emphasis on diversity, equity and inclusion. Examples include but are not limited to educational videos, online resources, printed outreach materials, webinars or workshops. Content must promote energy efficiency and building electrification. Silicon Valley Power will provide grant recipients with training on its available programs for customers.

Proposals must include a plan to provide outreach on energy efficiency and building electrification concepts and their benefits to targeted Silicon Valley Power residential or small business customers. Outreach should be targeted at adults since they have decision-making authority. Plans should have an emphasis on diversity, equity and/or inclusion in reaching underserved or hard to reach customer segments.

Eligibility: The program is open to not-for-profit community-based organizations or not-for-profit clubs serving residents or small businesses within the City of Santa Clara's city limits.

- Grants up to \$10,000 per organization
- Limit of one grant per organization per program year
- Must provide a plan to target Silicon Valley Power residential or small business customers
- Proposal must include metrics for measuring success of the outreach effort
- Must submit an application and budget; all expenses must be pre-approved within the budget
- Final receipts must be submitted
- Installment payments will be made based on milestones established in the grant application
- Funding can cover materials, supplies, necessary equipment (excluding equipment that will be used for other purposes, such as computers), transportation, technology, staff time or other SVP approved costs.
- Participants grant Silicon Valley Power the right to use any content created under this grant funding. Model releases must be provided for any photo or video content.
- Projects must be new and not previously funded.
- Any artwork or music used in the project or outreach campaign must be original and free from copyright infringement.
- One grant per organization per 12 month period. If prior work performed under a grant is not yet complete, a new grant may not be provided until completion of the prior grant-funded project.

Application Deadline: The application deadlines are June 30 and December 31 annually. Silicon Valley Power plans to award a target of 5 grants per application period.



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Applicant Information					
Organization Name:					
Nonprofit Status*:					
Address:					
City:		State:		Zip Code:	
Contact Name:			Contact Title:		
Phone:			Email Address:		
<i>*Please attach a copy of proof of nonprofit status to your application.</i>					
Project Details					
Description of the outreach campaign.					
What key messages will be taught?					



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Who is the target audience and how do you intend to reach them?

What is the estimated number of people you expect to reach? Over what time period?

Provide a campaign timeline, including completion of the initial effort and the outreach to educate the community.

Describe your organization's experience in conducting community outreach and awareness campaigns.

- Attach a detailed budget that includes an itemized list of expenses. Provide reasonable estimates where costs are uncertain.
- Include a plan for additional funding if the project or outreach campaign runs over budget.
- Attach a copy of proof of nonprofit status.
- Attach any additional information for consideration, such as drawings, sketches, links to previous work or anything else that you feel would support your application.

By participating in this grant program, I understand that my organization will be required to sign a release form to provide Silicon Valley Power with all rights to use the content created under the grant.

Signature:

Print Name:

Date:

Email Address:



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**CONTENT AND MATERIALS RELEASE AND HOLD HARMLESS FOR THE ENERGY
EFFICIENCY OR BUILDING ELECTRIFICATION AWARENESS CAMPAIGN (“CAMPAIGN”)**

[INSERT COMPANY ORANIZATION’S NAME] (“Organization”) does hereby agree and consent that the City of Santa Clara may, without compensation, record, use, reproduce, circulate, publish, broadcast and otherwise distribute for any and all purposes the content or materials in any medium (“Content”) which the Organization will contribute as part of the Campaign. . Organization will provide Santa Clara with a release for any persons appearing in the Content in a form required by Santa Clara.

Upon submission of the Content to Santa Clara, Organization hereby assigns all its ownership rights to the Content to Santa Clara and that the Content shall remain the property of Santa Clara and Organization waives any right to royalties or other compensation arising from or related to the use of the Content. Organization understands that it shall have no right to inspect or approve any Santa Clara use of the Content.

In the creation of the Content, Organization will abide by all applicable law, including, but not limited to, Campaign rules and copyright laws. To the fullest extent permitted by law, Organization shall indemnify and hold harmless, and at its sole cost defend, Santa Clara, its officers, agents, and employees, from and against any and all claims, liabilities, costs, damages, settlements, attorney fees, actions, causes of action, or liability of any kind or nature, based on any claim or allegation that the Content infringes on, misappropriates, or otherwise involves the unauthorized use of any patent, copyright, trademark, service mark, trade secret, or other intellectual property.

I am authorized to contract on behalf of Organization. I have read this release before signing below, and I fully understand the contents, meaning and impact of this release.

Signed this _____ day of _____, 20_____

Name _____

[Authorized Signatory]

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone (_____) _____

Email Address _____

Signature _____