

THE HERB SOCIETY OF AMERICA, INC.
GRANT FOR EDUCATORS

October 2003, Amended May 2012, Amended June 2014

The Herb Society of America's mission is to promote "the knowledge, use, and delight of herbs through educational programs, research, and sharing the experience of its members with the community". For many years, The Society has offered research grants for programs of scientific, academic, or artistic investigation of herbal plants. Education has been provided by its members in a variety of settings – teaching gardens, lectures, workshops, and scholarly writings. To complement the Research Grant program, The Society created the Grant for Educators program to promote herbal education.

The program challenges individuals, groups, or small businesses to develop and deliver learning experiences to the public. It requires that learning goals and outcomes be measured. It rewards innovative projects that enhance herbal education in school systems, in communities, or in any public forum (electronic or person-to-person).

Eligibility

Proposals will be accepted from educators (formal or informal teachers), persons engaged/employed in botanical or horticultural activities, museum directors, botanical / garden writers, small herbal business owners. Proposals will not be accepted from students.

Purpose

The goal of this grant is the delivery of education. Projects previously funded by a Society Research Grant will not be funded. A proposal may be considered if the project seeks to deliver an existing educational program in a significantly different manner or to a larger target audience (e.g., classroom to distance learning, regional program to national). The significance of the increased impact must be clearly documented in the proposal.

The Grant is intended for:

- Supplies, materials and consumable products for herbal education projects, beyond the usual garden activities
- Funding to deliver existing educational programs in a significantly different manner or to a larger target audience

The Grant is **not** given for:

- Personal financial aid, stipends, salaries or as a business loan;
- Seed money for a project;
- Monies to promote or sell any book or product;
- Personal travel;
- Equipment upgrades (acquisition of a new computer or LCD projector, for example);
- Indirect expenses, e.g. publishing fees or an exhibit's installation costs;
- Garden planting or maintenance.

The grant is not intended to support activities that would occur in the usual course of business, such as the development of a college course or publication. It is a stretch grant.

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The program content must not recommend the use of herbs as medicines or in the treatment of any medical condition.

Proposal Requirements

The proposal should be typed in an 11 pt. Arial or equivalent font. Lines should be double-spaced. Hand written proposals will not be accepted.

Applications and proposals must be postmarked by December 31 to be considered for the following calendar year. Late proposals will not be accepted. Announcement of grant recipient(s) will be made no later than April 1. No grant monies need to be awarded in any given year.

Proposal Packet

1. Application cover sheet completed in its entirety.
2. Statement of Qualifications (not to exceed 1 double-spaced page)
 - Previous teaching or educational experience
 - Pertinent publications or related activities
 - Brief biographical sketch; if this is a group project, include names of other participants and a brief biographical sketch of each
3. Project description (not to exceed three double-spaced pages.)
 - Comprehensive description of the activities and target audience involved in your proposed program
 - Rationale, learning objectives and expected outcomes of the project
 - Significance, potential impact and unique nature of the project
 - Detailed time line for this project
4. Line-by-line budget

Proposal packet should be mailed to The Society's headquarters or emailed to herbs@herbsociety.org

Requests for applications or information should be addressed to:

The Herb Society of America, Inc.
9019 Kirtland Chardon Road
Kirtland OH 44094
Attn: Grant for Educators
Phone 440.256.0514
Fax 440.256.0541
www.herbsociety.org

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Summary of Terms

1. The grant is for a period of work not to exceed one year.
2. The grant is paid in two installments. The initial payment is made at the time of the award. The final payment is sent upon receipt of the final report and successful delivery or presentation of the project.
3. Progress reports are required twice during the year (or at the conclusion of the project if less than one year).
4. The recipient(s) may be invited to attend the Educational Conference of The Herb Society of America to present the program and its outcomes.
5. The recipient will supply a summary of the project, including pictures, for possible use in the Society's publications.