



community read

**project director
guidelines**



hello,

Thank you for participating in this year's One State / One Story program! We are thrilled that you have decided to engage your community in thinking, reading and talking about history and memory and how engaging with our past can help us understand contemporary injustices and strive for racial equity. We are hopeful that this year will bring important, insightful conversations to communities across the state.

This year, for the first time, we are offering two books for you to choose from for your programming.

***All That She Carried* by Tiya Miles (High School & Adult Selection)**

FROM THE PUBLISHER: In 1850s South Carolina, an enslaved woman named Rose faced a crisis, the imminent sale of her daughter Ashley. Thinking quickly, she packed a cotton bag with a few precious items as a token of love and to try to ensure Ashley's survival. Soon after, the nine-year-old girl was separated from her mother and sold.

Decades later, Ashley's granddaughter Ruth embroidered this family history on the bag in spare yet haunting language—including Rose's wish that "It be filled with my Love always." Ruth's sewn words, the reason we remember Ashley's sack today, evoke a sweeping family story of loss and of love passed down through generations. Now, in this illuminating, deeply moving new book inspired by Rose's gift to Ashley, historian Tiya Miles carefully unearths these women's faint presence in archival records to follow the paths of their lives—and the lives of so many women like them—to write a singular and revelatory history of the experience of slavery, and the uncertain freedom afterward, in the United States.

The search to uncover this history is part of the story itself. For where the historical record falls short of capturing Rose's, Ashley's, and Ruth's full lives, Miles turns to objects and to art as equally important sources, assembling a chorus of women's and families' stories and critiquing the scant archives that for decades have overlooked so many. The contents of Ashley's sack—a tattered dress, handfuls of pecans, a braid of hair, "my Love always"—are eloquent evidence of the lives these women lived. As she follows Ashley's journey, Miles metaphorically unpacks the bag, deepening its emotional resonance and exploring the meanings and significance of everything it contained.

All That She Carried is a poignant story of resilience and of love passed down through generations of women against steep odds. It honors the creativity and fierce resourcefulness of people who preserved family ties even when official systems refused to do so, and it serves as a visionary illustration of how to reconstruct and recount their stories today.

***Freedom Over Me* by Ashley Bryan (Children's Selection)**

FROM THE PUBLISHER: Using original slave auction and plantation estate documents, Ashley Bryan offers a moving and powerful picture book that contrasts the monetary value of a person with the priceless value of life experiences and dreams that a slave owner could never take away.

Imagine being looked up and down and being valued as less than chair. Less than an ox. Less than a dress. Maybe about the same as...a lantern.

This gentle yet deeply powerful way goes to the heart of how a slave is given a monetary value by the slave owner, tempering this with the one thing that *can't* be bought or sold: dreams. Inspired by the actual will of a plantation owner that lists the worth of each and every one of his "workers," the author has created collages around that document, and others like it.

Through fierce paintings and expansive poetry, he imagines and interprets each person's life on the plantation, as well as the life their owner knew nothing about—their dreams and pride in knowing that they were worth far more than an overseer or madam ever would guess. Visually epic, and never before done, this stunning picture book is unlike anything you've seen.

We hope that, no matter your audience, these books give opportunities to reimagine the past, humanizing the stories we hear and tell about the experiences of those who were brought to our country against their will and forced to endure inhuman conditions while separated from their families and communities. Most importantly, however, we hope that reading and discussing these books opens up conversations about how history informs the present and how we can imagine a more equitable world for all.

Sincerely,



Keira Amstutz, President & CEO Indiana Humanities

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how community reads work

The heart of *One State / One Story* is communities coming together to read, think and talk about one of the selected titles. As part of your Community Read, you will design a series of at least three events. One of these must be an old-fashioned book discussion because there's nothing better than talking about great books with curious people.

What the rest of your programs looks like is up to you. You might book a speaker that helps give context to the book or host a film screening with similar themes. You could develop a pop-up exhibit where community members are invited to share items that reveal family histories. With younger readers, you might do read-alike programs or art-making activities about our ancestors and their legacies. While we're only asking you to create a three-event series, we know that many Community Read hosts will find creative and thought-provoking ways to dig into the books and their themes.

Indiana Humanities wants your programs to be a success, so we're providing the following resources to help you plan and implement your *One State / One Story* series:

- \$750 grant
- Up to 30 copies of the adult book and up to 5 copies of the children's book
- Fun swag to build excitement about your Community Read
- Program guides for each of the books with discussion questions, program ideas and more
- A recorded facilitation training that can help you or whomever is leading your book discussion create a meaningful conversation
- A speakers bureau with talks about topics related to racial equity and the Black experience in Indiana and beyond
- Program logos and other downloadable promotional materials

For hosts who have selected *All That She Carried*, while you're not required to book a talk through the speakers bureau, we know that previous *One State / One Story* hosts who used our speakers catalog felt like their programs were more successful and intellectually richer. The grant we provide is designed to cover the cost of at least one speaker and still leave funds to purchase materials and pay for other costs for your series. You might also consider budgeting \$100 - \$150 to pay an expert facilitator, such as a humanities scholar from a nearby college, to lead your book discussion.



There are a few other points to note about how the Community Read works:

- The project director is required to attend a training webinar before beginning their programs. The webinar includes detailed information about payments, budgeting, communicating with Indiana Humanities and more. Information about how to attend the webinar will be shared when we notify grant recipients.
- We'll pay out your \$750 grant in full upon receipt of your signed grant agreement, Unique Entity Identifier (UEI), and event calendar. See page 7 for a list of approved and non-approved uses of Indiana Humanities funds.
- You're required to submit an event calendar to us, showing at least three events including a book discussion, at least a month before your first program begins. If you add other events or details change, we ask you to keep us in the loop so that our records are accurate and so we can help promote your events.
- At the end of your series, you'll be asked to submit final reporting that includes attendance information for all your events, a budget showing how funds were used and some reflections about what your community and your organization learned by taking part in *One State / One Story*.
- Please use approved logos and credit Indiana Humanities in all of your external communications and printed fliers and posters about the program. See page 12 for more information on how to credit Indiana Humanities.
- While we don't require your organization to match our funds, we do ask that you record any in-kind or outright matches your organization and partners contribute to your program. We report this back to our funders and use this information to build the case for why humanities funding matters.

planning a series

You're required to hold at least three events for your Community Read series, one of which should be a book discussion. What the other programs are, and what the overall mix is, is up to you! You may be creatively inspired and decide to do more than three events.

When starting to plan, think through these questions:

- Is my series for adults or do I want to create complementary teen and/or youth activities? If for youth, do I want to engage adults in the program or with an additional opportunity?
- Is there anyone in my community who I hope will attend my series? What would get them to come out?
- If I'm trying to draw in teens, what themes in the book would be most relevant to them?
- What activities make sense given the themes of the book?
- Do I want to explore different aspects of the book in each program or explore one theme over the course of several events?
- How can I ensure that even "fun" activities like crafts or art-making projects tie back intellectually to the book? Can adding a short reading, a written reflection or a few discussion questions deepen the content of my events?
- Are there any local organizations who deal with any of the themes I'm hoping to explore, and could we use the Community Read as an opportunity to partner?
- Does another community organization have the audience I'm hoping to attract, and if so, could we partner together on an event during my Community Read?
- How often do I want to hold programs? Should I stretch them out over a few months or try to concentrate everything into a shorter span, like 2 weeks or a month?
- Do I need any large print, audio or translated versions of any of the books?

After you've answered these questions sketch out estimates on how much each element will cost and draft a budget that shows how you'll use the \$750 from Indiana Humanities. This is the point where you'll know whether you need to scale back your plans or raise additional money to cover extra costs above \$750. Keep reading for information on how to budget for your series.

budgeting

Your Community Read grant can be used to cover direct costs associated with putting on your series: speaker or facilitator honoraria and travel, additional books, promotion, space and/or equipment rental, materials and more. The balance of any unspent funds from Indiana Humanities can be used to support general operating expenses at the host organization, including project director time, utilities, etc. Where possible, we recommend working with local businesses and community foundations to secure donations to cover additional costs.

Please note the following allowable and non-allowable uses of Indiana Humanities funds:

Allowable

- Speaker honoraria
- Speaker travel
- Book discussion leader honoraria
- Additional copies of book
- Large print or audio copies of book
- Read-a-long titles for younger readers
- Program materials
- Marketing and publicity
- Room reservation fees
- Equipment rentals
- Snacks for programs

Non-Allowable

- Prizes
- Political action or advocacy
- Religious practices or training
- Creation or performance of art
- Social services
- Scholarships or prizes
- Construction or renovation
- Property or major equipment purchases (in other words, funds should not be used exclusively for equipment purchases; we may consider funding equipment, however, if it's a portion of the grant request and will support the overall goal of providing public humanities programming)
- Publication of books
- Operating expenses
- Alcoholic beverages
- Entertainment (unless it's a key educational component of the program—for example, musicians for a program on Indiana's jazz heritage)

Here are some other tips on budgeting, based on others who've hosted a Community Read:

- We strongly encourage you to book a speaker from the Advancing Racial Equity speakers bureau catalog. Not only will this give your series more intellectual depth, but we also learned that Community Read hosts who didn't book a speaker had trouble using their full grant. The amount of the grant was designed to allow you to book at least one talk.
- We recommend reimbursing mileage at the federal rate (65.5¢/mile for 2023).
- For art supplies and snacks, we strongly recommend seeking donations so that you can make the most of your Community Read grants to offer humanities activities.

sample budget

In your final reporting, you'll be asked to provide a final budget, including in-kind and outright contributions to the total event budget.

Sample Budget for a 4-event series that includes a book discussion, a speaker talk, a thematically-related storytime activity and a film screening and discussion.

category	community read grant	in-kind match*	outright match**
Honoraria	\$400 for speaker from catalog \$75 for book club discussion leader	\$--	\$--
Travel	\$50 for r/t speaker travel	\$--	\$--
Materials	\$20 for 1 large print copy \$50 for 2 e-book licenses \$50 for film license	\$--	\$25 storytime materials purchased by library
Food and Beverages	\$--	\$50 donated beer and wine	\$75 purchased by library
Printing, Design and Marketing	\$85 to print 1,000 fliers \$20 Facebook digital advertising	\$150 advertising donated by local radio station	
Host Org. Operating Expenses	\$--	\$100 room reservation fee x 2 \$450 (25 hours of staff time @ \$18/hour)	\$--
total	\$750.00	\$750.00	\$100.00

*In-kind match includes the value of services, staff time or space donated/contributed to make the event possible.

**Outright match includes direct costs (e.g., purchases) contributed by the host org., community partners, local businesses or other funders.

planning checklist

Use this checklist to keep yourself on track as you plan, implement and report back about your *One State / One Story* series.

First Steps

- Sign and return the agreement letter to Indiana Humanities, including your organization's Unique Identifier Number (UEI). Head to <https://indianahumanities.org/wp-content/uploads/2022/02/Quick-Start-Guide-for-Getting-a-Unique-Entity-ID.pdf> to learn how to find or apply for a UEI.
- Bookmark the Community Read resource page. You'll be referencing it regularly in the year ahead.
- Sign up for the Community Read Project Director webinar. Your project director is required to attend the webinar before your programs begin. Webinar

dates and times are listed on the Community Read webpage.

Planning Your Series

- Consider all the activities you'd like to do as part of your program and estimate how much each will cost. If you plan to spend more than \$750, trim your plans or decide how you'll raise additional money.
- Identify local organizations or audiences who might be especially interested in your programs or who can help you plan or promote events. Set up meetings to dream up ideas.
- Find a facilitator to lead your book discussion. This may be you, someone who regularly leads discussions at your organization or someone you invite because of their particular expertise related to the book. Guide them to the facilitation webinar on our website and strongly recommend that they view the webinar.
- Contact any speakers you wish to book as part of your series to arrange a date and time. Use the template agreement letter to confirm all details in writing.
- Set dates and locations for each event in your series. Reserve spaces as needed.
- Decide how you will distribute the up to 30 books from Indiana Humanities and determine if you need to purchase additional copies or large print/audiobook versions. For the children's series, we provide up to five copies of *Freedom Over Me*. Those can be used for displays, circulation and storytimes. Feel free to use our funds to purchase additional copies. Books will arrive by the end of July 2023.
- Once all events are planned, complete the Event Calendar Form to notify Indiana Humanities of dates, times and details of your series. The form is on the Community Read Admin page.
 - Submit your event calendar **at least three weeks before** your first event.
- Download the press release template from the Admin page and customize it with details about your series.
- Send the press release to your local media (newspaper, radio, etc.).
- Where applicable, make sure front-line staff are able to answer questions and distribute books. We recommend creating a "One State / One Story FAQ" to keep at the front desk.
- Use materials in your Starter Kit to get the word out! Hang posters, distribute bookmarks and more!
- Add events to your community's website and Facebook pages. Also post events to community calendars and other places where people get ideas for what to do. You can use your budget to boost posts on social media and other advertising.

- Ask partners to help you spread the word.

During Your Series

- Keep track of attendance after each event. You'll need to report this back at the end of your series.
- Take great photos and write short recaps for your blog, newsletter or social media. You might consider hiring a professional photographer if you want high-quality photos for future use.
- Collect any media coverage of your events. We'll ask you to share examples in your final report.
- Send thank-you notes to facilitators, speakers or others who help with each event.
- Consider collecting emails of attendees and sending regular updates about related programs.
- Share your successes on social media and tag Indiana Humanities (@INHumanities on Facebook, Instagram, Twitter and LinkedIn).

After All Programs Are Completed

- Complete the final budget form showing how you spent Indiana Humanities funds and noting any additional funds you raised or matched. The budget form can be downloaded from the Community Read page.
- Gather your favorite photos and media coverage about the series.
- Submit the Final Report Form and attach the budget form, photos and media coverage examples.
 - Submit your final report within three months of your final event and no later than March 31, 2025.

communications

You are required to acknowledge Indiana Humanities support at each event and, wherever possible, on printed materials.

Use the Indiana Humanities logo **on all printed materials**. A variety of file formats, colors and black/white versions of this logo can be downloaded from the Community Read Admin page.

Where room allows on printed materials, please add: *One State / One Story: All That She Carried/Freedom Over Me is presented by Indiana Humanities in partnership with the Indiana Center for the Book and the Indiana State Library as part of Indiana Humanities' Advancing Racial Equity Project, supported by Lilly Endowment.*

Verbally, at the start of all programs, please say the following: *One State / One Story: All That She Carried/Freedom Over Me is presented by Indiana Humanities in partnership with the Indiana Center for the Book and the Indiana State Library as part of Indiana Humanities' Advancing Racial Equity Project, supported by Lilly Endowment.*

If you need more information about Indiana Humanities or the Advancing Racial Equity Project, feel free to use or adapt the following language:

- Indiana Humanities connects people, opens minds and enriches lives by creating and facilitating programs that encourage Hoosiers to think, read and talk.
- Indiana Humanities' Advancing Racial Equity Project aims to further conversations about the past, present and future of racial justice and injustice in Indiana through engagement with the humanities. The project provides support for public-serving organizations to diversify circulating collections, resources for organizations to host conversations about racial equity and the experiences of Black Hoosiers and learning opportunities for humanities professionals and community members to deepen their understanding of the progress and challenges on the journey to racial equity.

On the Community Read Admin page, you can download the following resources to help you promote your series:

- Program logos
- Press release template
- Flyer template



Communication Tips

Here are a few of our favorite tips and recommendations for getting the word out:

- Create a Facebook event or Eventbrite page (or both!) for each event. Both of these tools often reach people who aren't already involved with your organization.
- You are encouraged to use a portion of your grant to pay for print and digital advertising, including sponsored posts on social media.
- When sending a press release, it's a best practice to send it at least one month in advance.
- Offer to take a local reporter out for coffee or lunch to explain everything that's going on with your programs. When talking with the media about your events, think about what makes your programs newsworthy: What is unique? What sets them apart? Why would someone want to read about it? You can use a portion of your grant to cover this media relations expense.
- Consider hiring a professional photographer to take high-quality photos at one or more of your events. For a few hundred dollars, you'll get great images that you can use for years to come. Be strategic about what kinds of photos you need and what events will make for compelling pictures; give your photographer a "shot list" of what kinds of photos you want them to capture. You can use a portion of your grant to cover the cost of a photographer.
- When you share on social media, be sure to tag us (@INHumanities). We're on Facebook, Twitter, Instagram and LinkedIn.

final reporting

When you complete your program series, fill out the final report form to tell us about your activities and impact. The link to the online report form is available on the Community Read resource page. You'll be asked to provide general reflections on your programs and discussions in the final report. As you carry out your series, here are some things to keep track of in order to easily complete the final report:

- Attendance at each event
- Estimates of audience demographics
- Quotable quotes
- Final Budget
 - We do not require receipts with the final report form. However, we will ask you to report on your expenses by category (honoraria, marketing expenses, supplies, etc.). See the final budget form (Appendix A) to see how we'll ask you to report on expenses.
 - We also request that you report in-kind and outright matches to your program series.
- Photos and press clippings

appendices

Appendix A

final budget form

Appendix B

speaker agreement letter



ONE STATE / ONE STORY COMMUNITY READ GRANT FINAL BUDGET FORM

HOST ORGANIZATION:

HOST COORDINATOR NAME:

Please complete this form and attach it to the online final report form to show how you used your Community Read Grant and what additional support you raised in your community.

An example budget form is provided in the *One State / One Story* Project Director Guidelines. Typical item categories include but aren't limited to speaker honoraria, books, food/drink, printing, advertising, space rental, equipment rental, materials. For each item, please briefly note what it is, e.g., "400-speaker honoraria," or "\$60-3 large print editions of novel." The total amount of the Indiana Humanities funds should not be greater \$1,000.

Please note: you cannot use your Community Read Grant to purchase alcohol or prizes, though you may list alcohol and prizes donated or purchased with other funds in your in-kind or out-right match.

Item/Category	Community Read Grant	In-Kind Match*	Outright Match**
Sub-Total:			
TOTAL EVENT BUDGET <i>(Total of Community Read Grant, in-kind and out-right match.)</i>			

Insert additional rows as necessary.

*In-kind match includes the value of services or space donated/contributed to make the event possible.
 **Outright match includes direct costs (e.g., purchases) contributed by the host org., community partners, local businesses or other funders.

Please explain sources of in-kind and outright match (max 500 words):

SPEAKER AGREEMENT LETTER TEMPLATE

DATE

SPEAKER NAME
SPEAKER ADDRESS
SPEAKER ADDRESS

Dear NAME,

Thank you for agreeing to deliver your talk, TALK TITLE, at HOST ORGANIZATION. We are excited to welcome you to our community as part of our organization's programming!

Below are the details of your visit. Please read carefully.

- Your talk will take place on DATE from TIME to TIME. [Be sure to specify eastern or central time.]
- Please plan to arrive 20-30 minutes early, so we can make sure you are settled and any A/V or other needs you have are taken care of.
- The talk will take place at VENUE INFORMATION INCLUDING NAME OF VENUE, ADDRESS AND ROOM NUMBER IF NEEDED.
- Parking is available INSERT PARKING INFORMATION.
- You will deliver TALK TITLE.
- INSERT ANY SPECIAL DETAILS, PER YOUR CONVERSATIONS WITH THE SPEAKER.

For your service, HOST ORGANIZATION will pay you an honorarium of \$400 directly.

[ADD, AS NEEDED: We will cover your roundtrip mileage at the federal reimbursement rate of 56 cents/mile, for approximately INSERT COST ESTIMATE. We also agree to cover INSERT DETAILS AND COST LIMITS FOR MEALS OR HOTELS AS PER YOUR AGREEMENT.]

If this accords with your understanding of our agreement, please sign and return this agreement letter to me. [IF NEEDED: Please also send a W9.] If you have any questions in the meantime, you can call or email me at INSERT EMAIL AND PHONE NUMBER.

I am excited to meet you soon. Thank you for agreeing to visit our community and share your insights!

Sincerely,

NAME, TITLE

SPEAKER SIGNATURE

DATE