



Grant Proposal Template

Sample Proposal

Grant Program: JustFilms – Ford Foundation

Project Title: *Speaking From the Heart: Emotional Literacy in Real Life*

Submitted By: Rising Light Media

Director: Jordan Alvarez

Producer: Lynn Ko

Fiscal Sponsor: Film Independent

1. Project Summary (Logline)

Speaking From the Heart is a 25-minute documentary exploring how emotional literacy programs in underserved schools are transforming the ways young people communicate, resolve conflict, and build relationships. Through intimate stories of three middle school students, the film reveals how emotional intelligence can break cycles of violence, foster self-worth, and build community resilience.

2. Vision and Impact Statement

Our vision is to use storytelling to catalyze emotional literacy as a public conversation, especially in communities affected by generational trauma, poverty, and systemic inequity. By showcasing real-world examples of emotional education in action, *Speaking From the Heart* aims to:

- Raise public awareness of the role emotional literacy plays in reducing violence and improving well-being.

- Equip educators and youth advocates with a media tool that complements SEL (social-emotional learning) curricula.
 - Inspire community-based solutions around conflict resolution and communication.
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3. Target Audience and Distribution Strategy

Primary Audience:

- Educators (K-12), school counselors, nonprofit youth leaders
- Families and caregivers in urban school districts
- Policy makers and SEL advocates

Distribution Strategy:

- Premiere at social impact and educational film festivals (e.g., SFFILM, SIMA)
 - Partner with SEL-focused organizations (e.g., CASEL, Urban Peace Institute)
 - Create an educator toolkit and host facilitated screenings in schools and community centers
 - Distribute via Kanopy, Films for Action, and Vimeo On Demand
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4. Creative Approach

We use a vérité filmmaking style—up-close, observational storytelling that follows students in their classrooms and homes. We incorporate artistic interludes (animated inner monologues) and guided voiceover reflections to deepen emotional access. The tone will be hopeful, candid, and empowering.

5. Key Personnel

- **Jordan Alvarez (Director):** Award-winning youth documentary filmmaker whose work has been featured at Tribeca and DOC NYC.
- **Lynn Ko (Producer):** Former SEL program coordinator and producer of community-focused films, including _The Listening Project_.
- **Cynthia Dominguez (Impact Producer):** Experienced campaign strategist who has designed curriculum-aligned content for PBS LearningMedia.

6. Budget Summary (Top-line)

Category	Cost
Development	\$12,000
Production	\$48,000
Post-Production	\$22,000
Outreach & Distribution	\$15,000
Impact Campaign	\$18,000
Contingency (e.g. 8%)	\$9,040
Total Budget	\$124,040

7. Funding Secured / Requested

Source	Amount	Status
JustFilms – Ford Foundation	\$25,000	Requested
Chicken & Egg Pictures	\$15,000	Pending
Kickstarter Crowdfunding Campaign	\$18,300	Secured
Fractured Atlas (Individual Donors)	\$12,000	Secured
In-kind (location, gear, editing)	\$8,000 value	Secured
Total Committed	\$38,300 + in-kind	

8. Timeline

Phase	Date Range
Research & Development	Jan – Mar 2025
Production	Apr – May 2025
Post-Production	June – Aug 2025
Festival Launch	Sep 2025
Community Roll-Out	Oct 2025 – Jan 2026

9. Impact Measurement Plan

We will evaluate success using both qualitative and quantitative methods:

- Pre/Post Screening Surveys: For educators and students.
- Curriculum Pilot Feedback: From 3 school partners.
- Partnership Metrics: Number of community groups using the toolkit.
- Online Engagement: Views, shares, comments on digital platforms.

A final report will be submitted to funders and partners, summarizing outcomes, lessons learned, and forward strategies.

10. Supporting Materials (Attached Separately)

- Letters of Support from:
 - The Urban Peace Institute
 - James Baldwin Middle School (LAUSD)
 - Full Budget Breakdown
 - Director's Visual Mood Board
 - Sample Interview Clips
 - Draft Educator Discussion Guide
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Final Note to Grant Committee

Speaking From the Heart is not just a film—it's a tool for empathy-building and peaceful coexistence. By focusing on emotional literacy as a proactive solution, we aim to empower young people and educators to build stronger, more compassionate communities. We hope you will consider joining us on this journey.



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Project Title: _____

Submitted By: _____

Director: _____

Producer: _____

Fiscal Sponsor: _____

1. Project Summary (Logline)

2. Vision and Impact Statement

What change are you aiming to inspire, and how will your project support it?

Goals (bullet points or list):

- _____
- _____
- _____

3. Target Audience and Distribution Strategy

Primary Audience:

- _____
- _____

Distribution Plan:

- _____

- _____

4. Creative Approach

How will the story be told? Style, tone, and structure?

5. Key Personnel

Name (Role): _____

Background: _____

6. Budget Summary (Top-Line)

Category	Cost
Development	\$ _____
Production	\$ _____
Post-Production	\$ _____
Outreach & Distribution	\$ _____
Impact Campaign	\$ _____
Contingency (e.g. 8%)	\$ _____
Total Budget	\$ _____

7. Funding Secured / Requested

Source	Amount	Status
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
Total Secured	\$ _____	

8. Timeline

Phase	Date Range
Research & Development	_____
Production	_____
Post-Production	_____
Festival Launch	_____
Community Roll-Out	_____

9. Impact Measurement Plan

How will you measure success?

- _____
- _____
- _____

10. Supporting Materials (List Files Submitted Separately)

- ☐ Letters of Support
- ☐ Full Budget Breakdown
- ☐ Director's Visual Mood Board
- ☐ Sample Interview Clips
- ☐ Draft Educator Guide

Final Note to Grant Committee
