

Gratitude Grant Application – Brainerd Lodge #615



Elks National Foundation 2013-14 Gratitude Grant Application

Your Application

1. Contact Information

Lodge Name:	Brainerd, MN	Lodge Number:	615
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Describe in detail your Lodge's charitable community project:

The Problem: Research has shown that approximately 40% of our children have been pre-natally exposed to alcohol during pregnancy. The result is that nearly one third of these kids end up with "special education". Many more have behavioral problems such as ADHD, lack of empathy and poor math and reading skills. Many will require social services from our government (that's a lot of tax money).

What the Elks Lodge will do. We will sponsor and hold a free "Pregnant Ladies Night Out". We will coordinate with a restaurant/bar to have prizes, non alcoholic drinks, hors d'oeuvres, and of course a message presented about good health for the baby. The expecting mothers and fathers will be made aware of the dangers of drinking during pregnancy and what their partner's responsibilities are. We will do this in two local communities.

How does your Lodge plan to promote the use of this grant in the community? This is a chance for your Lodge to reach out to new people in the community and spread the word about your Lodge's commitment to charity and building community. Doing so may lead to new members.

The Elks event will be advertised in these communities with posters, radio and newspaper advertising and social media. We will pursue radio interviews. (We will have volunteer help from Healthy Brains for Children a 501C3 organization that has done this type of event before). Email messages will be sent to schools and churches. Individual Elks members will solicit donated prizes from local businesses. "Grand" prizes (gift cards) will be purchased from community supermarkets for food and household supplies. In these messages we can promote the message and image of Elkdom.

What local concern or need is your Lodge addressing with this project?

The Lodge is getting out the message about good health practices during pregnancy and improving education for local families. See The Problem in the grant description above.

How did the Lodge decide on this grant?

We like the Healthy Brains for Children message and the support Elk members have shown in doing this project the previous two years.

Budget: \$2,085

<u>Item</u>	<u>Estimated Cost</u>
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Poster Printing	\$500
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Info handouts	\$185
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Food Refreshments	\$150
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Grand Prizes/Gift Cards	\$1,000
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Media Advertising	\$250
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Total Grant Request	\$2,000
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Total cost	\$2,085
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