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MATCHING FUNDS AVAILABLE AGAIN TO ASSIST WITH YOUR PROGRAM'S RECYCLING OUTREACH!!

APPLICATION DEADLINE: September 10, 2010

Attention: Maine Municipal Recycling Programs

Having the time to develop promotional and educational materials to encourage increased recycling in your community may be challenging. To help, the State Planning Office has a number of downloadable, easy-to-modify resources in the ***Maine Recycles*** toolkit. The Office is offering small grants to assist municipal recycling programs with customizing these resources into local outreach materials.

What is the *Maine Recycles* toolkit?

The *Maine Recycles* toolkit is a collection of materials – logos, posters, brochures, articles, and more – with a positive, friendly message about the ease and benefits of recycling. These materials are all downloadable and can be easily customized and used to promote local recycling programs. It includes resources that can help you inform your residents about the specifics of your program and the benefits of recycling. Here is the link to the *Maine Recycles* toolkit: <http://www.maine.gov/spo/recycle/municipalities/toolkit.htm>

Who is eligible for these grants?

Eligible entities are limited to municipal and municipally-owned regional recycling/composting programs and public corporations providing recycling and/or composting services. Preference will be given to applicants who have not participated in past rounds of funding.

How much can I apply for?

A limited amount of funding is available. Eligible applicants may apply for amounts of up to \$500 per program.

Is there a match requirement?

Yes, the applicant needs to provide either a cash or 'in-kind' match. The match provided by the applying municipality or program may include a combination of staff or volunteer time to implement the project (minimum commitment of 10 hours).

What activities are eligible?

Examples of Possible Ideas

Videos for Public Access TV	Customizing and Printing Brochures	
Signage for your facility	Banners	
Public Service Announcements	Web Page Development	Other Idea??

How do I apply for a grant?

Return a completed application form to the State Planning Office by Friday, September 10, 2010. The application is available at: <http://www.maine.gov/spo/recycle>

To qualify, you must:

- ✓ Describe your current program and existing outreach efforts
- ✓ Explain how you will use the money and how this will benefit your program.
- ✓ Identify at least one item from the *Maine Recycles* toolkit that you will use in the project. To see the toolkit, go on-line at: <http://www.maine.gov/spo/recycle/municipalities/toolkit.htm>. The goal is to help 'brand' recycling efforts across the state. However, if you have another item that you would like to use instead, please contact the Office in advance to see if it qualifies.
- ✓ Explain how you will distribute the new materials to obtain the maximum benefit.
- ✓ Identify a commitment of matching money or work to complete the project.

What happens after I apply?

Applicants will be notified by September 17, 2010 of grant awards. All award decisions are final. Funds must be spent and projects completed by December 10, 2010, though we encourage you to complete your project so that it coincides with *Maine Recycles Week 2010*.

Maine Recycles Week, which is held from November 8th to the 15th, is a statewide recycling promotion event that bolsters local recycling messages. For more information on *Maine Recycles Week*, go on-line at: <http://www.maine.gov/spo/recycle/mainerecyclesweek/index.htm>.

Once awards are made, approved projects will receive a form to help document the project's expenses and the community's match. To receive reimbursement of state grant funds, programs need to submit approved expenses on the State Planning Office form by January 14, 2011.

For questions or assistance with the application, contact the State Planning Office, Suzanne Duplissis, at 287-9074 or by e-mail at suzanne.duplissis@maine.gov. We can offer ideas or help you develop yours.