



Association of Science and Technology Centers

SIMONS  
FOUNDATION



Funding Opportunity for the Path of Totality  
September 15, 2023

## Before we get started...

- ▶ Captions are available
- ▶ Webinar is being recorded and will be posted on ASTC's website
- ▶ Q&A at the end of the session
- ▶ Reach us at [TotalEclipse@astc.org](mailto:TotalEclipse@astc.org)

## Today's presenters



**Ivvet Modinou**

*The Simons Foundation*  
Vice President, Science,  
Society and Culture



**Melissa Ballard**

*Association of Science  
and Technology Centers*  
Director of Programs



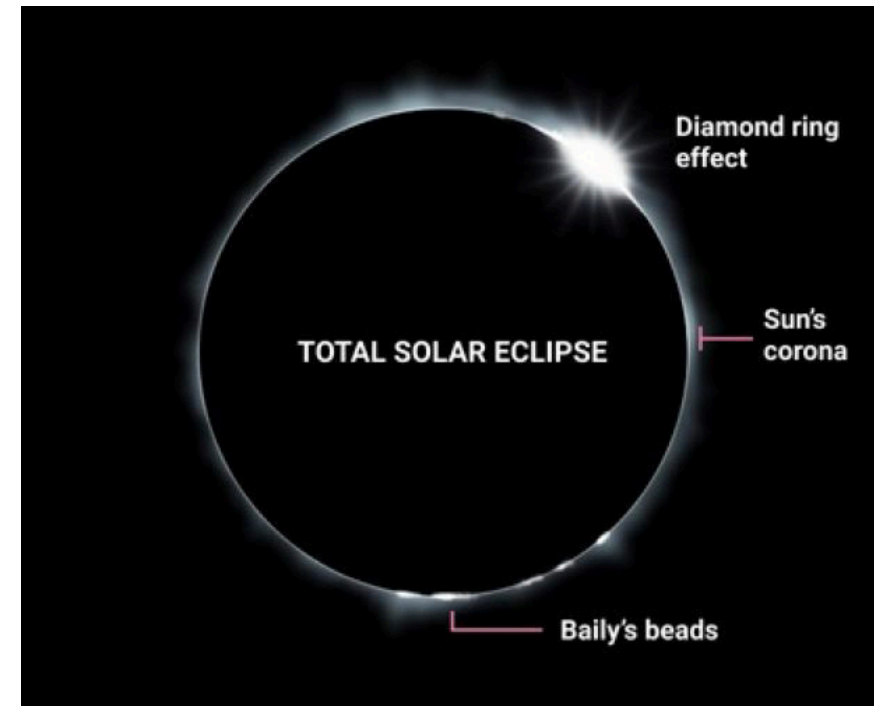
**Shannon Sullivan**

*Association of Science  
and Technology Centers*  
Senior Manager of  
Programs

## Get ready for a celestial spectacle!

**On April 8, 2024, a total solar eclipse will sweep across the continental United States.**

- ▶ The path of totality—the narrow geographical strip that will experience the total eclipse—will cross thirteen (13) states.
- ▶ Elsewhere will experience a partial eclipse.



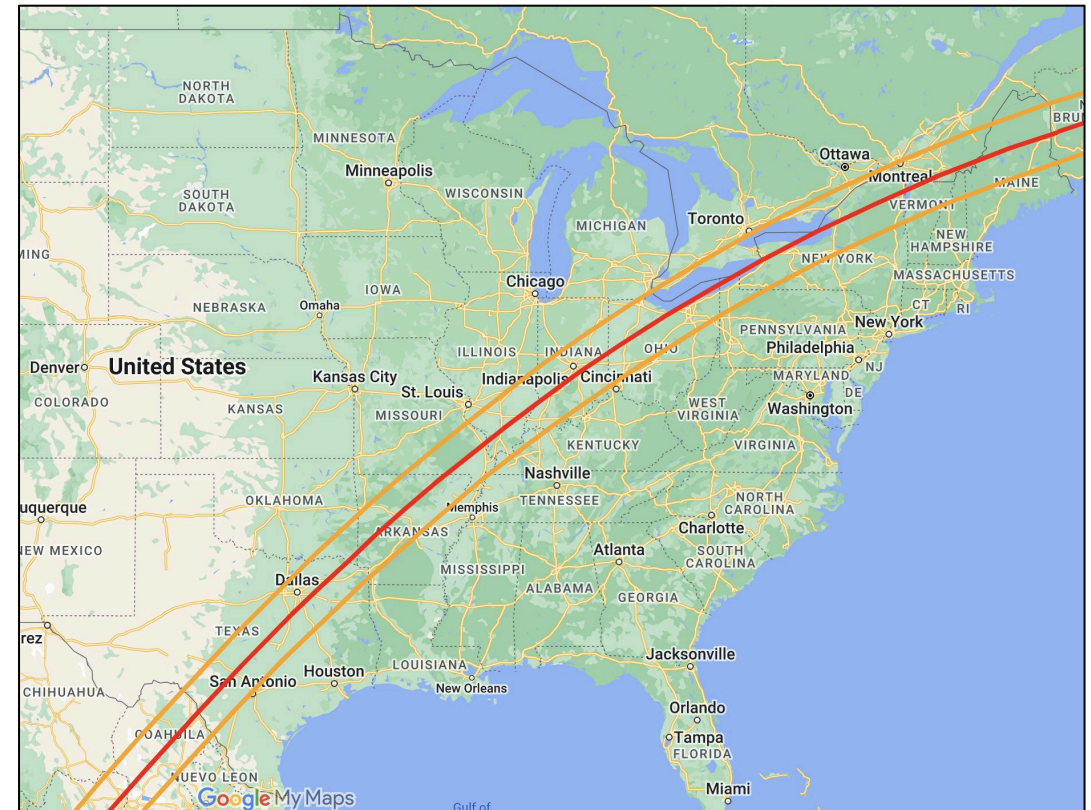
## *Total Eclipse 2024 Funding Opportunity*

- ▶ 50 awards for \$10,000 each
  - ▶ Funded by the Simons Foundation
- 
1. deploy eclipse-related STEM programming
  2. host eclipse viewing parties for communities
  3. celebrate scientific curiosity and learning around the eclipse

# Eligibility

You do **NOT** need to be an ASTC member!  
But you must...

- ▶ Be located directly within the path of totality
- ▶ Be a science-focused, public-facing, informal learning institution
- ▶ Not be a direct recipient of eclipse funding from the Simons Foundation



## What does it mean to be “science-focused”?

**Science should be central to your educational mission, operations, and programming.**

- ▶ Science centers
- ▶ Children’s museums
- ▶ Natural history museums
- ▶ Zoos
- ▶ Aquariums
- ▶ Arboretums
- ▶ Planetariums

## Who doesn't qualify?

- ▶ Public schools
- ▶ Afterschool programs
- ▶ Public libraries
- ▶ Community organizations
- ▶ Art museums
- ▶ History museums



## Project Requirements

### Proposed projects must...

- ▶ Host—or be a partner to host—a gathering/event during the April 8, 2024 eclipse
- ▶ Incorporate educational programming for public audiences
- ▶ Be free for attendees

## Project Recommendations

**Looking for ideas beyond a viewing event?  
Consider...**

- ▶ Live interviews with astronomers & scientists
- ▶ Interactive demonstrations
- ▶ Workshops, e.g., build your own pinhole projector

## Funding Timeline

- ▶ October 20, 2023: Application deadline
- ▶ November 17, 2023: Awardees notified
- ▶ December 1, 2023: Awardee kickoff webinar
- ▶ December 8, 2024: Funds released to awardees who have returned all paperwork
- ▶ January 15, 2024: Awardee check-in webinar to share plans and ideas
- ▶ January 9, 2023 - April 8, 2024: Implementation of program funding
- ▶ April 30, 2024: Final report due

## Expectations from awardees

### Awardees will be required to...

- ▶ Tell the public about their projects (e.g. blogs, news articles, social media posts)
- ▶ Submit a final report by April 30, 2024, including:
  - Description of project activities and/or event
  - Photos from project activities / April 8, 2024 eclipse event
  - Estimated number of people impacted by the project

## Using the Funds



**materials, implementation, printing, staff time, etc**

- ▶ Supplement existing plans
- ▶ Support a viewing party



**fundraising, overhead, passthrough, admissions, etc**

- ▶ Collaboration is encouraged but funds cannot be funneled to partners
- ▶ Promotion/marketing costs are allowable but should be for communities, not tourism campaigns

# Application Process

- ▶ Applications are open until **October 20, 2023**
- ▶ Briefly respond to prompts to describe your plans
- ▶ Project timeline: programming delivered by/on April 8, 2024
- ▶ Project budget: \$10,000 (template provided)

## Applications are Submitted through Qualtrics

- ▶ Must answer “yes” to the eligibility questions to access the rest of the application
- ▶ Institutional information, including whether you’re affiliated with ASTC or the Simons Foundation (neither is required)
- ▶ Project information: pre-eclipse programming (if any), day of programming, audience and estimates of reach, DAIE considerations, community eclipse events and collaboration
- ▶ Upload PDFs of budget (template provided) and timeline

## Review Criteria

- ▶ Proposed activities and scope of work
- ▶ Alignment of scope of work with audience and engagement strategies
- ▶ Specificity about how DAIE considerations are relevant to audience and scope of work
- ▶ Community awareness and engagement





## Concurrent Sessions, Saturday, October 7th

- Choose Your Own Eclipse Adventure! *1:15-2:15 pm*
- A Path Forward WITH Community: Innovative Models for Ambassador Programs in STEAM-Focused Institutions *2:45-3:45 pm*

## Eclipse Happy Hour, Sunday, October 8th

- Hosted by the Simons Foundation, *5:00-7:00 pm*



- Total Eclipse 2024  
Community of Practice
- Resources webpage

Thank you!

**Questions?**

Email us at:  
**TotalEclipse@astc.org**

**Apply now!**

**[astc.org/total-eclipse/funding](http://astc.org/total-eclipse/funding)**