

Why So Many “Geography” Sections?

When reviewing your application, Con Alma is looking to understand the “Geographic Range” and the “Geographic Impact” your request will have, if funded. The difference matters as your application is being reviewed.

Geographic Range

“Range” refers to where the activities will actually occur, while you’re doing the work to accomplish the purpose of the grant. This is often a grantee’s workplace or office location, but it can also involve spending time at a collaborating organization’s space or bringing together people in a common space for activities, or meeting with policy makers or institutional leaders in another community altogether. Consider all the places where your efforts will occur when answering questions pertaining to “geographic range”.

Geographic Impact

“Impact” is where the work funded by your grant will be felt or make a difference. Where the “impact” of your efforts will be felt is not always the same as where the efforts or activities are conducted. For instance, your work may involve training people at a central location, and they will use the training in a different community – so the impact of your work will be felt in the respective communit(y)ies of those participating in the training even if it’s not where the training took place. Or you are focusing on changing how a policy or system works by meeting with people in Santa Fe, but those affected by that system will feel the change well beyond Santa Fe.

Primary vs. Other

We also ask you to identify a “Primary” place for both Range and Impact, and give you options for “Other” places where work will take place, or effects will be felt.

To determine how best to answer these, consider:

If most of the work will take place at your organization, but you’ll also (for example) have some meetings in another place, the “Primary” range will be the county where your organization is located, and you should check the county or counties where those meetings will happen in the “Other” section.

If, for example, most of the people you are training will be working in communities in a particular place, but some will be further afield, those are the “Primary” and “Other” impact locations for your application.

If you’re creating a resource that you know for certain will be used in a particular community, but you’re hoping or planning to share it more widely, those are your “Primary” and “Other” impact locations.

When in doubt, use the “Geographic Focus of Activities” text field to discuss your work’s range and/or impact in more detail.