

## How to Apply for a Legends & Lore® Marker Grant

### Introduction

Welcome to our guide about how to apply for a Legends & Lore marker grant. In this document, we provide step-by-step instruction on:

- ✓ how to create an account in our online grant portal
- ✓ how to complete your grant application

Whether you're a wiz at online applications or a beginner, we encourage you to use this document to guide your progress.

### Getting Started

The first step is to go to our website, [wgpfoundation.org](http://wgpfoundation.org), and navigate to the Legends & Lore webpage found under "Celebrate History." Once on the Legends & Lore page, click the yellow "Apply for Grant" button located directly below the first paragraph.

WILLIAM G.  
**POMEROY**  
FOUNDATION®  
For History. For Life.®

Who We Are ▾ Celebrate History ▾ Beat Blood Cancer ▾ Grants ▾ News & Events ▾

Does your community have a great piece of folklore that should be shared? Legends & Lore is designed to promote cultural tourism and commemorate legends and folklore as part of our heritage.

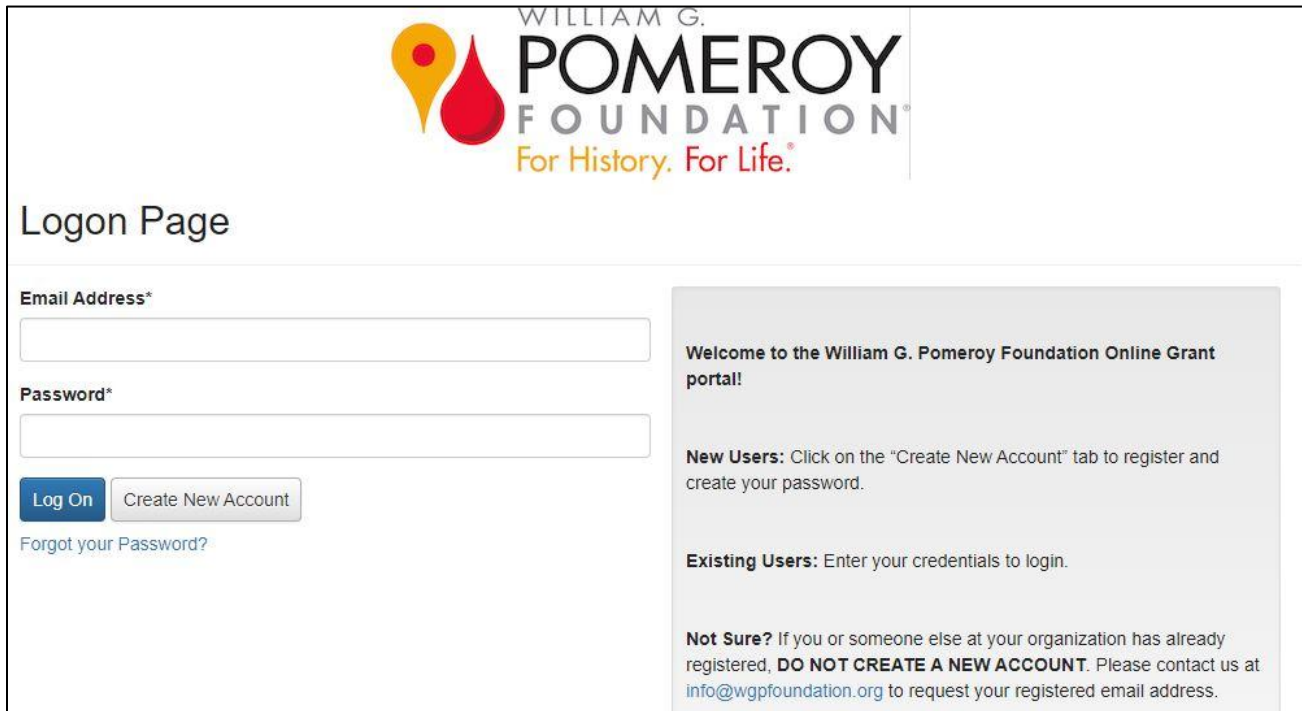
Generally speaking, folklore is the stories, customs, traditions, and expressive arts and crafts that are passed on from one person to another, often from generation to generation. Folklore is the knowledge that people share as members of a group or community. Our shared identities and sense of belonging are the result of shared traditions, stories, customs, and activities.

For an instructional guide on how to apply, click here: [How to Apply](#)

Ready to apply? Click here: [Apply for Grant](#)

## Online Grant Application Portal

Our online grant application portal allows you to login with an existing account or you may create a new one. If you don't have an account, click the "Create New Account" button.



The screenshot shows the login page for the William G. Pomeroy Foundation. At the top center is the logo, which consists of a yellow location pin and a red blood drop, followed by the text "WILLIAM G. POMEROY FOUNDATION" and the tagline "For History. For Life." Below the logo, the page is titled "Logon Page". On the left side, there are two input fields: "Email Address\*" and "Password\*", each with a corresponding text box. Below these fields are two buttons: "Log On" (a blue button) and "Create New Account" (a white button with a grey border). Below the "Log On" button is a link that says "Forgot your Password?". On the right side, there is a grey box containing the following text: "Welcome to the William G. Pomeroy Foundation Online Grant portal!", "New Users: Click on the 'Create New Account' tab to register and create your password.", "Existing Users: Enter your credentials to login.", and "Not Sure? If you or someone else at your organization has already registered, **DO NOT CREATE A NEW ACCOUNT**. Please contact us at [info@wgpfoundation.org](mailto:info@wgpfoundation.org) to request your registered email address."

\*\*Please note, if your organization is already in our database, or you are not sure, do not create an account. Check with us first by emailing us at [info@wgpfoundation.org](mailto:info@wgpfoundation.org) or call us at 315-913-4060. This contact information is also available on our website.

Remember, the application portal webpage is where you will visit when you need to log into your account to work on a new grant application or one already created and in draft.

## Creating Your Account


Click the "Create New Account" button and provide your organizational information, including your EIN/Tax ID Number. The EIN/Tax ID number is required in order to create an account.

Enter your information, including fields such as your name, title or position with the applying organization, email address and physical address. The email you provide in this section will also serve as your username for future log ins. Foundation correspondence will be sent to this email, so please make sure it is an email account that is regularly monitored.

## Create New Account

If you already have an Account, click the 'Cancel Account Creation' button to go to the Logon page

 Using the browser's back button will delete your registration information.

 This registration process has multiple steps you must complete before you can apply.

Fields with an asterisk (\*) are required.

### Organization Information

<b>Organization Name*</b>	<b>EIN / Tax ID (##-#####)*</b>
<input type="text"/>	<input type="text"/>
<b>Web Site</b>	<b>Telephone Number (###-###-#### x###)*</b>
<input type="text"/>	<input type="text"/>
<b>Organization Email</b>	<b>Address 1*</b>
<input type="text"/>	<input type="text"/>
<b>Address 2</b>	<b>City*</b>
<input type="text"/>	<input type="text"/>

Check the box to confirm you are an Authorized Representative of your organization and may apply for the grant. Then create a password.

Authorized Representative	
Are you authorized to apply for this grant?*	
<input checked="" type="radio"/> Yes	
<input type="radio"/> No	
<input type="button" value="Previous"/>	<input type="button" value="Next"/>
Password	

## Email Confirmation

After completing these steps, you will see a confirmation page asking if you received your email confirmation. If this email is not in your inbox, check your junk or spam folder.

The email will be from administrator@grantinterface.com and the subject line will say: "William G. Pomeroy Foundation: Registration for Online Application."

Be sure to add this email address to your contacts or "safe" list. Confirm the status of the email and click "Continue."

## Grant Application Portal Interface

Once in the application portal, click the “Apply” button associated with the Legends & Lore Marker Grant Program to begin your application.

The screenshot shows the Pomeroy Foundation application portal interface. At the top, there is a navigation bar with the Pomeroy Foundation logo, a home icon, an 'APPLY' button, an 'ORGANIZATION HISTORY' link, and a user profile for 'Christy Coon'. Below the navigation bar is a search bar labeled 'ORGANIZATION NAME' with a search icon and the text 'Search or enter Access Code'. The main content area displays four grant programs in a grid:

- NYS Historical Marker Grant Program:** This program commemorates historic people, places, things and events within the time frame of 1663-1925. It includes a 'See More' link and 'Open', 'Preview', and 'Apply' buttons.
- Hometown Heritage® Marker Grant Program:** The program commemorates historic people, places, things or events prior to 1923 across 49 states and the District of Columbia, with the exception of New York State. It includes a 'See More' link and 'Open', 'Preview', and 'Apply' buttons.
- Legends & Lore ® Marker Grant Program:** This program commemorates folktales, legends and folklore as an important part of every community's cultural heritage. It includes a 'See More' link and 'Open', 'Preview', and 'Apply' buttons.
- National Register Signage Grant Program:** This program commemorates public properties or districts that are listed on the National Register. At this time, funding is not available for private residences or commercial properties. It includes a 'See More' link and 'Open', 'Preview', and 'Apply' buttons.

At the bottom of the grid, there is a footer: 'Grant Management Software provided by Foundant Technologies © 2025'.

## Return to an Existing Application (\*if new, proceed to next step)

Please note, if you have already started a marker grant application, your dashboard will appear as follows. Please note that the left side column shows your application(s) to-do list.

The screenshot shows the Pomeroy Foundation application portal dashboard. At the top, there is a navigation bar with the Pomeroy Foundation logo, a home icon, an 'APPLY' button, an 'ORGANIZATION HISTORY' link, and a user profile for 'Christy Coon'. Below the navigation bar is a search bar labeled 'ORGANIZATION NAME' with a search icon and the text 'Quick search'. The main content area is divided into two columns:

- Left Column (To-do List):**
  - ASSIGNED TO YOU (2):**
    - Application:** Includes an 'Open' button and a 'Start' button. Below it is a card for '2024-2025 Regions 10-12 NYS Historical Marker Grant Program'.
    - Historical Marker Letter of Agreement and Publicity Release Form:** Includes a 'Due' date of '03/21/2025' and a 'Start' button. Below it is a card for '2024-2025 Regions 10-12 NYS Historical Marker Grant Program'.
- Right Column (Main Area):**
  - ORGANIZATION NAME:** Includes a search icon and the text 'Quick search'.
  - Action Needed (2):**
    - 2024-2025 Regions 10-12 NYS Historical Marker Grant Program PLANK ROAD:** Includes an 'Application' button, an 'Open' button, and a '1 Document' button.
    - 2024-2025 Regions 10-12 NYS Historical Marker Grant Program TOWN MEETING:** Includes a 'Historical Marker Letter of Agreement and Publicity Release Form' button, a 'Due' date of '03/21/2025', and a '2 Documents' button.
  - No Action (1):**
    - 2024-2025 Regions 10-12 NYS Historical Marker Grant Program FORMER CHURCH:** Includes an 'LOI' button, a 'Submitted' date of '03/05/2025', and a 'Submitted' button.
  - Historical (0):** No items are listed.

At the bottom of the dashboard, there is a footer: 'Grant Management Software provided by Foundant Technologies © 2025'.

## Beginning a New Application

Now you are inside the online application.

At the very top, you will see contact information for you and your organization. You can make edits to that information any time by clicking either of the pencil icons.

The screenshot shows the top of the application interface. At the top left is the William C. Pomeroy Foundation logo with the tagline "for History. for Life." To the right are navigation links for "Apply" and "Organization History". The main heading is "Application", with buttons for "Public Profile" and "Collaborate 0". Below this, the process is identified as "Legends & Lore @ Marker Grant Program". There are two tabs: "Contact Info" (selected) and "Request". The "Contact Info" section is divided into "Applicant" and "Organization" fields, each with a pencil icon for editing. The applicant information includes: "Your Name Here", "Your Email Address", "555-555-5555", and "000 E. Brighton N/A Syracuse, NY 13210". The organization information includes: "Test Organization", "00-0000000", "555-555-5555", and "000 E. Brighton Syracuse, NY 13210 Onondaga". A message box states: "If your organization information does not appear correct, please click the edit (pencil) icon." Below this is another "Application" tab and a "Question List" button. A message box says: "Fields with an asterisk (\*) are required." The "Designated Property Information" section is collapsed, showing a heading: "MARKER INSCRIPTION DETAILS – PLEASE READ".

Below the contact information is a section titled "Designated Property Information." Be sure to carefully read all of the introductory instructions and guidelines at the beginning of this section. There's several important points that you should keep in mind.

This screenshot shows the "Designated Property Information" section expanded. It features a heading: "MARKER INSCRIPTION DETAILS – PLEASE READ". Below this is a link: "Foundation Guidelines for Marker Inscription and Style". A list of instructions follows:

- Uppercase is used for all lettering.
- "CA." is substituted if "circa" requires abbreviation.
- All five lines of text must be utilized.
- Include a date or year for context whenever possible
- Do not include your agency name in marker text unless the agency is focus of marker text.

Below the instructions is another link: "Marker Manufacturer Inscription Requirements". A final list of requirements is provided:

- One Title Line: 15 characters per line maximum
- Five Body Lines: 27 characters per line maximum
- \*Spaces and punctuation marks count as 1 character each\*

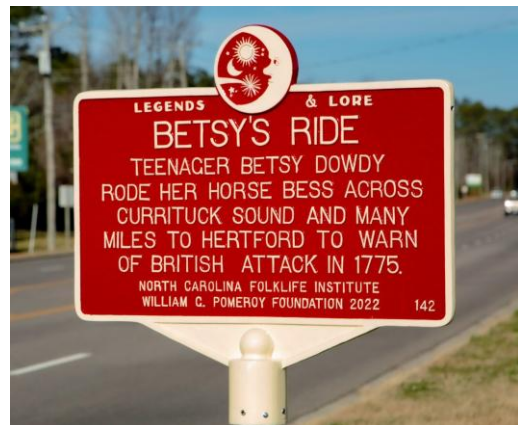
## Inscription Guidelines

Follow the inscription guidelines and fill out your proposed marker inscription text.

PROPOSED MARKER INSCRIPTION
Title Line - 15 Characters per line*
<input type="text"/>
Five Body Lines - 27 Characters per line*
Line 1
<input type="text"/>
Line 2*
<input type="text"/>
Line 3*
<input type="text"/>
Line 4*
<input type="text"/>
Line 5*
<input type="text"/>
<b>Mandatory Credit Line:</b> Each Legends & Lore marker includes two credit lines below the inscription. The first line features the name of the Foundation's state folklore partner. The second line lists the Foundation's name followed by year granted.

The title line allows for 15 characters and the five lines of body text can have 27 characters each, including spaces and punctuation. In the photo on the right, the title line is "BETSY'S RIDE" and the five lines of body text are directly below it.

Each Legends & Lore marker also includes two mandatory credit lines below the inscription for the Foundation and state folklore partner, which in this case is the North Carolina Folklife Institute. Do the best you can writing your proposed inscription, but know Foundation staff will be able to assist you with wording.



At the end of this section, you must also type in the title of your Legends & Lore marker again.

## Proposed Marker Location

In the next section, add details about the location where the marker will be installed. This includes the street address, name of the city, town or village, zip code, etc. You will also be

asked to include a description of what's located at that site today. That means additional details about the specific address.

For example, is the marker being installed in front of a house, at a cemetery, or on the southeast corner of an intersection? Be specific.

<p><b>Street Address*</b></p> <p>Provide the exact street address where the marker will be installed.</p> <input type="text"/>
<p><b>Location*</b></p> <p>Provide additional detail about address where the marker will be installed. Please be as specific as possible. For example: inside cemetery, in front of house, southwest corner of X Street and Y Avenue intersection.</p> <input type="text"/>
<p>250 characters left of 250</p>

### **Marker Location - Additional Information**

In the second part of the location section, enter the proposed marker site's GPS coordinates (latitude and longitude) in decimal degrees. Include the name of the county or parish and the name of the state. To locate the GPS coordinates, we recommend using Google Maps. When viewing your proposed location on the map, right click to call up a menu where the GPS coordinates are displayed at the top in decimal format. For example, the GPS coordinates for the Alderson Lion marker are: 37.725382, -80.6411498

*continue to next page ...*

In this section, you will also describe why this site was selected for the marker.

<b>GPS Coordinates</b> Enter GPS Coordinates where the marker will be installed. To find correct coordinates, go to Googlemaps.com and type in address. Right click on the red bubble within the map and select "What's Here?" GPS coordinates will appear in the white box at bottom of screen.  Note that GPS coordinates must be provided in decimal degree format (ex. 43.0138, -76.1357). <i>Incorrect GPS coordinates will delay the application from being processed.</i>
<b>Latitude*</b> <input type="text"/>
<b>Longitude*</b> <input type="text"/>
<b>County/Parish*</b> Provide name of county/parish the marker will be located in. <input type="text"/>
<b>State*</b> Provide name of state the marker will be located in. <input type="text"/>
<b>Why was this site selected for marker installation?*</b> <input type="text"/>

### **Describe Your Folklore or Legend**

As you continue the application, in one or two paragraphs, describe the legend or folklore story associated with your proposed marker inscription.

You'll have an opportunity to upload supporting documents later in your application. At this stage, there's only a few steps left in completing your online application.

<b>Legends &amp; Lore*</b> In one or two paragraphs, describe the legend or folklore story associated with your proposed marker inscription. You may upload any supporting documents, sources or references further below.  <input type="text"/>
1,000 characters left of 1,000



## Providing Applicant Information

Next, indicate what type of organization you represent and how you first heard about the Pomeroy Foundation. Please select one of the available options or add your own description of how you heard about us, if those first options don't apply.

<p>What type of organization are you with?*</p> <p><input type="radio"/> Academic Institution <input type="radio"/> Historical Society <input type="radio"/> Municipality <input type="radio"/> Other</p> <p>If other, please describe.</p> <input type="text"/>
<p>How did you hear about this program?*</p> <p><input type="radio"/> College/University <input type="radio"/> Conference/Meeting <input type="radio"/> Historian <input type="radio"/> Historical Society <input type="radio"/> Media (Newspaper/TV/Radio) <input type="radio"/> Pomeroy Foundation <input type="radio"/> State Folklore Organization <input type="radio"/> Other (please be specific)</p> <p>If other please describe</p> <input type="text"/>

## Land Use Permission Letter

Now you will be asked to provide a signed Land Use Permission letter and your IRS determination letter. Note that the IRS letter is for 501(c)(3) organizations only.

The Foundation requires a letter signed by the landowner demonstrating that your agency, pending grant approval, has permission to install a marker on the selected site. If the land is owned by a municipality or another agency, please have them use their official letterhead.

The land permission letter may be concise as long as it includes the required information. Below is a screenshot from the online application, which provide a sample letter for you to work from.

Please note, before installing your marker, be sure you are following all of your state's guidelines around digging and excavation.

<p>∨ Required Documents</p> <p><b>LAND PERMISSION LETTER</b></p> <p>The Foundation requires a letter signed by the landowner demonstrating that your agency has permission to install a Legends &amp; Lore marker on the site listed above (pending grant approval). If the land is owned by a municipality or another agency, please have them use their official letterhead. Letter example below:</p> <p>(Date)</p> <p>I, (Property owner name), own the property at (address) and I give (Agency name) permission to install a Legends &amp; Lore marker on my property should they receive funding from the William G. Pomeroy Foundation.</p> <p>Sincerely,</p> <p>(Property owner's signature)</p> <p>If unable to upload a document, please mail the required documents to the address below. Include name of applying agency.</p> <p>William G. Pomeroy Foundation 492 E. Brighton Avenue Syracuse, NY 13210</p>
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## Uploading Documents

Here you will indicate how you will be providing your required documents. Please note, uploading documentation is strongly preferred. While mailing physical documents to our office is permissible, most applicants choose to upload and submit them online.

Successful applicants include supporting documents in their application which demonstrate their proposed inscription is a valid example of a legend or folklore according to criteria as stated on our website. Be sure to provide scanned copies of documents, not just indexes or citations. Applications submitted without supporting documentation are less likely to be approved.

There are two locations in the application where you can upload files. The main file upload allows up to 65 megabytes with an additional upload of up to 27 megabytes. Please note, if your files are individual or multipage PDFs, you must combine them using a “combine pages” feature available on software such as Adobe Acrobat or PDFsam, or by using the Preview app on your Mac. You may also compile legible and clearly marked screenshots in a Word Doc. Another option is to add your individual files into a single zipped folder that you may upload.

**How will you submit required documents?\***

Mailing

Uploading

**Legends & Lore Supporting Documents**

Upload supporting documents, sources or references you have.

[65 MiB allowed]

**Additional document upload**

[20 MiB allowed]

**Permission Letter**

[3 MiB allowed]

## Submitting Your Application

Lastly, you must electronically sign your application by typing your full name. Then click the “Submit” button.

Agreement and Electronic Signature

By entering my name below, I certify to the best of my knowledge, that all information included in this application is correct. The tax exempt status of this organization is still in effect. If a grant is awarded to this organization, then the proceeds of that grant will not be distributed or used to benefit any organization or individual supporting or engaged in unlawful activities.

Signature (type in full name)\*

Title\*

Date\*

Save Application Submit Application

You will receive an email notification confirming that the Pomeroy Foundation has received your submission. Here's what your notification message will say.

**Subject** ?

Legends & Lore application submitted successfully

**Body** ?

Dear Applicant,

Thank you for submitting your Legends & Lore grant application to the William G. Pomeroy Foundation.

We will contact you via email if we need additional information.

Sincerely,

William G. Pomeroy Foundation  
 492 E. Brighton Avenue  
 Syracuse, NY 13210  
 315-913-4060

## Application Review

Once all required materials are received, your application is complete and will be moved into the evaluation process where it will be reviewed by one of the Pomeroy Foundation's professional folklore consultants. The folklore consultant will reach out to you with any questions or concerns they have and assist you to get your application in the best possible order prior to final review by the Foundation Trustees. The Legends & Lore partner organization in your state will review the application before it's shared with the Trustees.

It is common for a proposed inscription to be further edited – with your assistance – for maximum clarity. Final grant decisions will be sent via email. Decisions are typically made within 4-6 weeks following the grant deadline. There are two Legends & Lore grant rounds each year and important deadlines are posted on the Foundation’s website, [wgpfoundation.org](http://wgpfoundation.org).

### **More Information**

For program guidelines, eligibility, important dates, and how to apply, visit the [Legends & Lore marker program webpage](#). If you need further assistance, contact Christy Coon at [info@wgpfoundation.org](mailto:info@wgpfoundation.org) or 315-913-4060, Monday – Friday, 8 a.m. to 4:30 p.m. (EST).

Thank you for reviewing our guide on how to apply for a Legends & Lore marker grant. Be sure to follow us on social media and subscribe to our emails. Click the “Receive Grant & News Updates” button on our website homepage to sign up.