

**Terra Foundation for American Art
Chicago K–12 Education Program
Grant Application**

We request that proposals and all attachments not be stapled or bound. All proposals should be received by the foundation's deadline. If the proposal does not include all of the following components, it will be considered incomplete. Please note that we ask for 3 copies of some items below.

I. Executive summary (1–2 pages describing the project and funding requested) (3 copies)

II. Project Proposal (3 copies):

Project Description

1. Concisely describe the project, including the following in the description:
 - a. American art focus, topics, and/or themes for the project;
 - b. Names of potential or confirmed presenters or content providers and their institutional affiliations;
 - c. Specific strategies and key activities that will be undertaken to achieve the project outcomes (described later);
 - d. An indication of how often and for how long participants will need to be involved in the project in order to achieve the intended outcomes; and
 - e. Assumptions made or rationale used to justify the strategies/activities, including any relevant studies or best practices that inform your approach.
2. Describe the project work plan and provide a timeline (with beginning and end dates of project).
3. Describe the audiences you hope to reach with this project and the expected number of individuals who will be served through it. Please also describe any secondary audiences.
4. Provide an overview of marketing and outreach strategies that will be employed to reach the audiences described above.

Impact, Outcomes, Assessment

5. Describe what you are trying to achieve with the project. What impact do you hope to have?
6. Identify 2–3 anticipated outcomes (examples of expected changes resulting from the project). Please include at least 1 outcome that describes what you want participants to learn (an example of how you envision the project will concretely affect participants' perspectives, knowledge, or behavior). Please feel free to provide more than the requested number of outcomes and indicators.
7. Describe the indicators (evidence) you will use to assess progress toward these outcomes. You will be asked to report on these outcomes and indicators at the end of the grant period.
8. Describe the methods/tools you will use to capture this evidence (e.g., participant surveys, interviews, classroom observations, etc.). Please indicate the timeframe for gathering this evidence and who will be responsible.

Examples *

Outcomes	Indicators	Assessment Methods, Timeframe, and Persons Responsible
<i>Generate K–12 curriculum models that incorporate works of American art.</i>	<i>Number of model classroom projects developed through the program. Target: 10.</i>	<i>Participants submit descriptions and documentation of their classroom projects within 5 months of professional-development program. These are then edited for presentation on the Web.</i>
<i>(participants learning outcome) Participants gain knowledge about American art, including specific works of art and ideas and perspectives they represent.</i>	<i>Number of participants who evidence increased knowledge about works of art. Target: 100%.</i>	<i>Participants complete pre- and post-program assessments in which they write about key ideas represented in works of art. Program staff analyzes and compares results of pre- and post-tests to assess individual growth.</i>

Notes:

* Table above is intended as an illustration. Please identify outcomes, indicators, and methods appropriate for your project and organization.

Key People and Groups

9. Identify the key individuals who will develop/lead the project and include information about their qualifications in relation to the project.
10. List any partners or advisors critical to the project’s success and explain what roles they will play and commitments they have made to the project.

Description of Organization

11. Describe the history and mission of your organization (1 to 2 paragraphs).
12. Explain why your organization is well-suited to undertake the project and to achieve the outcomes described earlier. Include information about your organization’s experience and capacity to effectively carry out the project.

III. Project Budget (3 copies) (See attached sample budget that includes important details.)

13. Total Expenses: Please include an itemized project budget and narrative that detail the total project cost, broken out into applicable categories, and the amounts requested from the Terra Foundation:
 - Salaries (direct costs for program development and implementation)

- Professional fees, stipends
- Travel-related costs
- Materials and supplies
- Catering
- Marketing/outreach
- Evaluation
- Other costs
- Indirect costs

14. Total Secured Income:

- Funding or sponsorship already awarded

15. Total Pending Income:

- Any projected revenue from the project
- Any funding or sponsorship pending

IV. Attachments (one copy of each):

- Verification that the organization is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code of 1986 (a copy of the IRS tax-exempt determination letter must accompany the proposal). If applicable, the organization should also include the IRS determination that it is not a private foundation as defined in Section 509(a) of the Internal Revenue Code.
- Audited financial statements and Internal Revenue Service Form 990 plus attachments for the most recently completed fiscal year. If audited statements for the most recently completed fiscal year are not yet available, include the unaudited statements in addition to the financial statements from the organization's latest audit.
- Letter of project support from head of institution
- List of board members and officers with outside affiliations
- Operating budget of the organization for the current year and/or period covered by proposal
- List of major sources of support received by the organization in the current and prior fiscal years
- Latest annual report if available

Any questions about proposal components should be referred to the foundation's grants manager (phone: 312.654.2275/ email: grants@terraamericanart.org).

**Terra Foundation for American Art
Sample K-12 Project Budget**

We ask that budgets be divided into expense categories shown below. Sample expenses falling within each category are listed, though you should only include those expenses that are applicable to the project at hand and other expenses may be added that are not listed. Figures shown are purely random and should not be considered as a model or ideal.

PROJECT EXPENSES	Budgeted	Requested from Terra Foundation
<ul style="list-style-type: none"> Project development/implementation direct staff costs (percentages of staff salaries and benefits) (e.g., Program Director 10% for 6 months) 	\$2,500	\$2,500
<ul style="list-style-type: none"> Professional fees and honoraria (e.g., American art content specialist \$2000; additional program presenters \$1500; teacher stipends \$5000) 	\$8,500	\$5,000
<ul style="list-style-type: none"> Transportation (e.g., presenters parking \$300, staff mileage for school visits \$75, buses for school field trips \$3000) 	\$3,375	\$2,000
<ul style="list-style-type: none"> Program materials and supplies (e.g., art posters and resource books \$1225, art materials \$500, USB flash drives for participants \$200, printing \$250) 	\$2,175	\$1,000
<ul style="list-style-type: none"> Catering (e.g., continental breakfast & boxed lunches) 	\$5,000	\$3,000
<ul style="list-style-type: none"> Marketing and outreach (e.g., designing, printing, mailing and emailing project flyers) 	\$1,200	\$1,000
<ul style="list-style-type: none"> Evaluation (e.g., consultant fees) 	\$3,500	\$2,500
<ul style="list-style-type: none"> Other costs (add lines as needed) 		
<ul style="list-style-type: none"> Indirect costs (amount requested generally may not exceed 15% of total project cost) 	\$2,275	\$2,000
Total Project Expenses	\$28,525	\$19,000

PROJECT INCOME (secured)	
<ul style="list-style-type: none"> Contributed Income (includes funding from corporations, foundations, government agencies, the museum's general operating budget or specialized funds, and individuals that has been secured. <i>Individually list below the matrix</i> funding sources and amounts) 	\$5,000
Total Secured Income	\$5,000

PROJECT INCOME (Pending/projected)	
<ul style="list-style-type: none"> Projected ticket sales/registration fees 	\$0
<ul style="list-style-type: none"> Pending Income (includes requested funding that has not been secured from corporations, foundations, government agencies, the organizing museum, and individuals. <i>Individually list below the matrix</i> funding sources and the amounts requested from each) 	\$10,000
Total Pending/Projected Income	\$10,000