

**Terra Foundation for American Art
Exhibition Program
Grant Application**

Formal proposals and all attachments should be written in English. We request that proposals not be stapled or bound in any way. 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 bear in mind that proposals will be reviewed by scholars/curators of American art, so materials should be written accordingly.

- I. **Executive Summary of 1 to 2 pages that describes the exhibition and the funding requested (5 copies).**
- II. **Project proposal (5 copies):**

Description of Organization, including its history and mission

1. In a few paragraphs, describe the history and mission of your organization. If a partnering organization will be involved, provide information for it as well. Name and briefly describe (1 to 3 sentences) at least 2 projects your institution has organized/hosted in the past seven years that are most like the project for which you seek Terra Foundation for American Art support.

Exhibition and Catalogue Description

2. Concisely describe the exhibition.
3. Describe the exhibition workplan and provide a timeline (with beginning and end dates of project, and including the production schedule of any major publication).
4. If there will be a catalogue, please include: the names of authors, topics/themes to be addressed, names of publisher and/or distributor, size of print run, language(s) of published text, number of pages, and number of illustrations.
5. If you are requesting funding for related scholarly programming (such as a symposium or conference), please describe it and include the names of potential or known participants, institutional affiliations, and topics/themes. If participants will be selected through a call for papers, describe the process and timetable.

Key People

6. Name the key people responsible for achieving the results of the exhibition, catalogue, and related programming (curators, essayists, symposium speakers [if applicable], and education director). Please specify their names, institutional affiliations, and qualifications in relation to the project; indicate whether new positions will be required.

Exhibition Objectives and Evaluation

7. Please describe how this exhibition situates American art in an international context. (For exhibitions that will not travel to an international or a Chicago venue, this is a funding requirement.)
8. If this exhibition will contribute to scholarship (i.e., contribute new knowledge to academic literature), please describe how.

9. From your *institution's perspective*, describe the desired objectives for this exhibition.
10. From the *exhibition curator(s)' perspective*, describe the desired objectives for this exhibition.
11. From your *museum education department's perspective*, describe the desired objectives for programming related to this exhibition.
12. Please describe any other objectives you would like to achieve with this exhibition.
13. Describe the indicators that will be used to evaluate whether the above-named objectives have been met (i.e., your “signs of success”—how you will know you are making or have made progress); describe the methods and/or tools for collecting any data/information.

Engaging Audiences

14. Name the audience(s) you want to influence with this exhibition (e.g., scholars, general public, university students, etc.).
15. Please state the anticipated number of visitors who will see this exhibition at your venue and during the full exhibition tour; also provide the total number of anticipated participants in related educational programs.
16. Describe the publications, educational programs, and/or curatorial strategies that will be developed to engage the intended audience(s), keeping in mind each audience's previous exposure to the subject of the exhibition.
17. Please provide a brief overview of marketing and public relations strategies to reach the intended audience(s).

Exhibition Budget & Narrative (see attached sample budget that includes important details)

18. Please include an itemized project budget and narrative that detail the total project cost for all venues and include both direct and indirect expenses in U.S. dollars (including all internal costs, ex: salaries, travel, marketing, evaluation of project) grouped as follows:

TOTAL EXPENSES:

- Exhibition research and development costs (including direct staff costs)
- Implementation costs (which could include insurance, loan fees, packing, crating, shipping, insurance, couriers, installation)
- Catalogue costs
- Educational programs
- Marketing and promotion (including evaluation of project)
- Indirect costs (may total no more than 15% of total project's cost)

TOTAL INCOME:

Subtotal secured income

- Earned income for venue/exhibition fees to be paid to your museum by already secured venues
- Funding or sponsorship already awarded

Subtotal pending income

- Projected earned income (from potential venue fees paid to your museum, admission fees, catalogue sales, event income, etc.)
- Any funding or sponsorship pending
- Amount of funds requested from the Terra Foundation and their proposed use

Exhibition Checklist

19. Please include an illustrated list of works to be included in the exhibition with the status of loan requests noted (pending or secured). Copies of this checklist will be sent to the panel of reviewers. Color images, thumbnail size, are preferred and recommended.

Attachments (only one copy of each required):

- 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. Organizations outside the United States must provide copies of their governing documents (such as articles of organization or constitution and bylaws) in English, and, if applicable, evidence of their tax-exempt status in their home country. Additional documents may also be requested.
- 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. Organizations outside the United States must provide equivalent financial information (i.e., tax-exempt and non-profit organizations' annual financial information submitted to tax administration).
- Letter of project support from head of institution
- Letter(s) of project support from head of any venue(s) for which funding is being sought
- 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 Exhibition Budget

We ask that budgets be divided into the six main expense categories shown below. Typical 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. Each expense should be listed as a separate line item within the appropriate category. Figures shown are purely random and should not be considered as a model or ideal. All figures should be given in U.S. dollars. (If you are converting to U.S. currency, please indicate the exchange rate used for your calculations.)

EXHIBITION EXPENSES	Budgeted
Exhibition Development and Staff Costs Total	\$50,600
<ul style="list-style-type: none"> • direct administration salaries (do not include benefits, such as national insurance, insurance, or pension contributions; include percentages of staff salaries, e.g., “curator: 25% for 1 year”) 	\$40,000
<ul style="list-style-type: none"> • curatorial research and travel 	\$5,600
<ul style="list-style-type: none"> • registrar’s research and travel 	\$5,000
Exhibition Implementation Costs Total	\$300,000
<ul style="list-style-type: none"> • shipping 	\$150,000
<ul style="list-style-type: none"> • packing/crating 	\$50,000
<ul style="list-style-type: none"> • insurance 	\$25,000
<ul style="list-style-type: none"> • object loan fees 	\$25,000
<ul style="list-style-type: none"> • installation 	\$25,000
<ul style="list-style-type: none"> • courier travel (list approximate number of couriers and number of trips) 	\$20,000
<ul style="list-style-type: none"> • courier per diem (list daily figure and number of days per courier) 	\$5,000
Publication Costs Total	\$105,000
<ul style="list-style-type: none"> • essayist 	\$15,000
<ul style="list-style-type: none"> • editor 	\$5,000
<ul style="list-style-type: none"> • designer 	\$15,000
<ul style="list-style-type: none"> • images rights and reproduction 	\$10,000
<ul style="list-style-type: none"> • printing 	\$40,000
<ul style="list-style-type: none"> • shipping/postage 	\$5,000
<ul style="list-style-type: none"> • translation costs 	\$15,000
Educational Programs Total	\$41,300
<ul style="list-style-type: none"> • Symposia/lecture series (breakdown costs for travel, per diem, honoraria, lodging, facility costs, etc.) 	\$15,000
<ul style="list-style-type: none"> • K-12 and adult programs 	\$20,000
<ul style="list-style-type: none"> • Additional publications (brochures/guides) 	\$6,300
Marketing and Promotion; Project Evaluation Total	\$220,000
<ul style="list-style-type: none"> • Print advertising 	\$100,000
<ul style="list-style-type: none"> • Television/radio advertising 	\$100,000
<ul style="list-style-type: none"> • Opening events/receptions 	\$5,000
<ul style="list-style-type: none"> • Evaluation (costs for any evaluation of the exhibition and/or programming) 	\$15,000

Indirect Costs (may total no more than 15% of total project's cost)	\$20,750
TOTAL EXPENSES	\$737,650

EXHIBITION INCOME	
SUBTOTAL SECURED INCOME	\$250,000
Earned Income (includes venue/exhibition fee[s] to be paid to your museum by already secured venues)	\$50,000
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>In the budget narrative, individually list</i> funding sources and amounts; "anonymous" is acceptable for individuals who do not wish to be identified, and only include individuals who give \$5,000 or more)	\$200,000
SUBTOTAL PENDING INCOME	\$487,650
Projected Earned Income	\$237,650
• Admission sales	\$117,650
• Catalogue sales	\$15,000
• Program ticket sales	\$5,000
• Venue/exhibition fee(s) to be paid by potential venues (\$50,000 x 2 museums)	\$100,000
Pending Contributed Income (includes requested funding that has not been secured from corporations, foundations, government agencies, the organizing museum, and individuals. <i>In the budget narrative, individually list</i> funding sources and the amounts requested from each)	\$100,000
Amount of funds requested from the Terra Foundation (please specify their proposed use)	\$150,000
TOTAL INCOME	\$737,650

**Terra Foundation for American Art
Academic Program
Grant Application**

Formal proposals and all attachments should be written in English. We request that proposals 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 bear in mind that proposals will be reviewed by scholars, so materials should be written accordingly.

I. Executive summary of 1 to 2 pages that describes the program and the funding requested (3 copies).

II. Program proposal (3 copies):

Description of Organization, including its history and mission

1. In one paragraph, describe the history and mission of your organization. If a partnering organization will be involved, provide information for it as well.
2. Name and briefly describe up to 2 programs your institution has organized in the past five years that are most like the program for which you seek Terra Foundation for American Art support.

Program Description

3. Concisely describe the program's components (not to exceed 2 pages), including, if applicable, any plans for capturing program content for wider dissemination via the web.
4. Describe the workplan and timeline for implementation (with beginning and ending dates of program).

Key People

5. Name the key people who will be responsible for meeting the objectives of this program. Specify the names, institutional affiliations, and qualifications of the organizers and participants in relation to the program. If the program involves speakers or fellows who are not yet determined, explain how they will be selected and the timetable for doing so.

Program Outcomes and Evaluation

6. Describe how this program will contribute to scholarship of historical American art.
7. Describe how this program situates American art in an international context or involves a significant number of international participants. (For programs that take place in the United States, but outside of Chicago, this is a funding requirement.)
8. Name 3 to 5 specific outcomes that you would like to achieve with this program.
9. Describe the methods and/or tools that will be used to evaluate whether the above-named outcomes have been met.

Engaging Audiences

10. Name the audience(s) you want to influence with this program (e.g., scholars, general public, undergraduates, art students, etc).
11. State the anticipated number of program participants.
12. Provide a brief overview of marketing, public relations, or outreach strategies to reach the intended audience(s).

Program Budget & Narrative

13. Include an itemized program budget in U.S. dollars with narrative and details, including all of the following:

- Total program cost, including detailed direct and indirect expenses broken down into the relevant categories (including all internal costs, ex: salaries [excluding benefits], travel, marketing, evaluation of program)
- Amount of funds requested from the Terra Foundation and their proposed use; note that no more than 15% of a Terra Foundation grant may go towards indirect costs
- Other funding or sponsorship previously awarded or pending for this program (give names and amounts)
- Any projected revenue from this program

III. Attachments (please include one copy of each of the following):

- **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. Organizations outside the United States must provide copies of their governing documents (such as articles of organization or constitution and bylaws) in English, and, if applicable, evidence of their tax-exempt status in their home country. Additional documents may also be requested.
- **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. Organizations outside the United States must provide equivalent financial information (i.e., tax-exempt and non-profit organizations' annual financial information submitted to tax administration).
- **Letter of project support** from head of institution (or applicable department or division) and any partner 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
Chicago Public Programs
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 of 1 to 2 pages that describes 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); and
 - d. 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.
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 audiences to learn (an example of how you envision the project will concretely affect audience members' 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., audience surveys, interviews, comment cards, etc.). Please indicate the timeframe for gathering this evidence and who will be responsible.

Examples *

Outcomes	Indicators	Assessment Methods,
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		Timeframe, Persons Responsible
<i>Encourage repeat participation in our American art program series.</i>	<i>Percentage of attendees who report they have attended past programs in the series. Target: 40%.</i>	<i>Project staff will conduct an audience survey immediately following each program in the series.</i>
<i>(Participants learning outcome) Participants consider ways in which American art and artists have affected social change.</i>	<i>Number who participate in the full program and number who engage in dialogue with facilitator about how art and artists have had an impact.</i>	<i>Staff will observe program to record the number of individuals who stayed for its duration and to assess whether a fruitful conversation ensued, noting some examples of questions and comments raised by participants.</i>

Note:

* 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
 - 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 Public Programs 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 the Terra Foundation
<ul style="list-style-type: none"> Project Development/ Implementation & Direct Staff Costs (percentages of staff salaries; e.g., Education Director 5% for 5 months) 	\$1,500	\$1,000
<ul style="list-style-type: none"> Professional fees and honoraria (e.g., 3 presenters) 	\$3,000	\$1,000
<ul style="list-style-type: none"> Travel, transportation, per diem, lodging, (3 presenters x 2 days) 	\$3,900	\$1,500
<ul style="list-style-type: none"> Program materials and supplies (e.g., printed programs and speaker biographies for 3 programs) 	\$1,500	\$1,000
<ul style="list-style-type: none"> Catering (e.g., post-program receptions, 100 attendees x 3 events) 	\$3,000	\$2,000
<ul style="list-style-type: none"> Marketing and outreach (design, printing, postage, advertising, etc.) (e.g., production of e-mail announcements; internet ads) 	\$5,000	\$3,000
<ul style="list-style-type: none"> Evaluation (e.g., consultant fees, materials) 	\$2,500	\$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) 	\$2,070	\$1,000
Total Project Expenses	\$22,470	\$13,000

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>In the budget narrative, individually list funding sources and amounts.</i>) 	\$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>In the budget narrative, individually list pending sources and amounts.</i>) 	\$5,000
Total Pending/Projected Income	\$5,000

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

16. Concisely describe the project, including the following in the description:
 - e. American art focus, topics, and/or themes for the project;
 - f. Names of potential or confirmed presenters or content providers and their institutional affiliations;
 - g. Specific strategies and key activities that will be undertaken to achieve the project outcomes (described later);
 - h. 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
 - i. Assumptions made or rationale used to justify the strategies/activities, including any relevant studies or best practices that inform your approach.
17. Describe the project work plan and provide a timeline (with beginning and end dates of project).
18. 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.
19. Provide an overview of marketing and outreach strategies that will be employed to reach the audiences described above.

Impact, Outcomes, Assessment

20. Describe what you are trying to achieve with the project. What impact do you hope to have?
21. 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.
22. 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.
23. 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

24. Identify the key individuals who will develop/lead the project and include information about their qualifications in relation to the project.
25. 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

26. Describe the history and mission of your organization (1 to 2 paragraphs).
27. 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.)

28. 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

29. Total Secured Income:

- Funding or sponsorship already awarded

30. 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