

**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. Hard copies of proposals with attachments should be sent to the Terra Foundation headquarters with an additional electronic copy sent to [grants@terraamericanart.org](mailto:grants@terraamericanart.org).

**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, 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](mailto: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"> <li>Project Development/ Implementation &amp; Direct Staff Costs (percentages of staff salaries; e.g., Education Director 5% for 5 months)</li> </ul>	\$1,500	\$1,000
<ul style="list-style-type: none"> <li>Professional fees and honoraria (e.g., 3 presenters)</li> </ul>	\$3,000	\$1,000
<ul style="list-style-type: none"> <li>Travel, transportation, per diem, lodging, (3 presenters x 2 days)</li> </ul>	\$3,900	\$1,500
<ul style="list-style-type: none"> <li>Program materials and supplies (e.g., printed programs and speaker biographies for 3 programs)</li> </ul>	\$1,500	\$1,000
<ul style="list-style-type: none"> <li>Catering (e.g., post-program receptions, 100 attendees x 3 events)</li> </ul>	\$3,000	\$2,000
<ul style="list-style-type: none"> <li>Marketing and outreach (design, printing, postage, advertising, etc.) (e.g., production of e-mail announcements; internet ads)</li> </ul>	\$5,000	\$3,000
<ul style="list-style-type: none"> <li>Evaluation (e.g., consultant fees, materials)</li> </ul>	\$2,500	\$2,500
<ul style="list-style-type: none"> <li>Other costs (add lines as needed)</li> </ul>		
<ul style="list-style-type: none"> <li>Indirect costs (amount requested generally may not exceed 15% of total project cost)</li> </ul>	\$2,070	\$1,000
<b>Total Project Expenses</b>	<b>\$22,470</b>	<b>\$13,000</b>

PROJECT INCOME (secured)	
<ul style="list-style-type: none"> <li>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>)</li> </ul>	\$5,000
<b>Total Secured Income</b>	<b>\$5,000</b>

PROJECT INCOME (Pending/projected)	
<ul style="list-style-type: none"> <li>Projected ticket sales/registration fees</li> </ul>	\$0
<ul style="list-style-type: none"> <li>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>)</li> </ul>	\$5,000
<b>Total Pending/Projected Income</b>	<b>\$5,000</b>