



FARWELL HOUSE

Project Name:

Farwell House Community Education and Outreach 2022/23

History of the Organization with TFF:

This organization received Formal Funding Grants in 2019 (\$2,500), 2020 (\$9,000), and 2021 (\$9,525) for Community Education and Outreach. They received a \$3,100 Capacity Building Grant in 2021 for Video Storytelling and Social Media Training.

Programs Offered by the Organization:

Programs offered by Farwell House include Plank Road Artist Residency, gallery exhibits, community gatherings, music festivals, and artist-led workshops.

Request

***Request Owner:** Dan Teefey
Request Source: External (Submitted 05/01/2022)
Proposal Type: Formal Grant Application
Invitation code (where applicable): Cycle 2, 2022 (692QE4H8X2)
***Project Title:** Farwell House Community Education and Outreach 2022/23
Request Amount: \$7,500.00
Total Project or Program Budget: \$20,300.00
Funds are being requested for:: Program Support
Target Focus of Grant:: Education
Focus of Education Grant Request: A Growth Mindset
***Target Population Served by Request:** This grant will serve the residents of Frederick, IL and its surrounding communities in Schuyler, Cass and Brown counties as well as local and visiting artists.
Project Start Date: 06/01/2022
Project End Date: 05/31/2023
***Request Summary:** We are requesting \$7500 for program support to provide artist-led community-engagement projects, gallery exhibits, artist residencies, workshops, and music events. This project furthers our organization's mission to provide meaningful ways for artists to interact with the community and provides ways to strengthen community engagement. Since our organization began offering programming four years ago, we have made it our goal to provide opportunities for the residents of our community and those surrounding us to deepen their relationships with each other, as well as with the visiting artists that we bring in as a part of our residency program.
As stated in the National Arts Policy Roundtable (2019), "the arts can open dialogue among diverse groups by creating safe spaces for engagement, thus allowing new relationships to take root." They help us to understand and bridge cultural distinctions, contribute to community vitality, and enhance our quality of life through their multiple means of expression. They are "a powerful and proven means to advance more positive connections between peoples and can act as powerful catalysts for opening new dialogue, building bridges to better understanding, and providing the creative, common ground from which new ideas and relationships are sown." (NAPR, 2019)
With our exhibits, artist-led community workshops, music events, and community gatherings that are a part of this project, we at Farwell house will continue to provide opportunities for connection between our local community members and artists. We feel that in light of the current political and cultural polarity in our country and in our communities, it is more important than ever to foster these connections. Studies completed by the Rural Arts Report (2019/2020) have shown that the "combination of partnerships (among public, private and nonprofit entities) and cultural catalysts (the presence of arts activity, creative individuals and creative spaces) can shape the physical, economic and social character of rural regions." Farwell House is dedicated to providing programming and support to our region to help foster those partnerships.
***How Does This Request Fit Into Your Organization's Mission?:** The primary mission of Farwell House is to forge meaningful connections between art, artists, and the communities we serve. The activities included in this project are all designed to directly support this mission through workshops, community engagement activities, and artist exhibits.
S.W.O.T. Analysis: SWOT Farwell 2022.docx
Measurable Goals & Action Plan: Measurable_Goals_and_Action_Plan 2022.docx
Evaluation Description: Farwell House will measure the success of our programming/projects through a program evaluation for our residency program, completed at the end of each session, as well as through keeping records of attendance/participation at each event. The Farwell House directors and their board will oversee and evaluate the information gathered.
***Future Funding Plan:** The Community Outreach and Education project will be sustained by private donations, sale of Farwell House merchandise, proceeds from fundraisers, program fees, and grant assistance from the Two Rivers Arts Council. Other funding sources supporting the project include financial and in-kind investment from the directors. Our organization has future plans to apply for grants from the Tracy Family Foundation.
Collaboration:

Farwell House is currently planning collaborative projects with The HUB Arts and Culture Center in Rushville, IL for the upcoming year. Those projects include possible artist workshops, presentations, and/or exhibits presented by Farwell House artists-in-residence. Our organization also collaborates with the Frederick Township board to provide community engagement.

Capacity Building: This past year the director of our program spent time interviewing/meeting with a director of a non-profit with a similar mission. These meetings involved discussions regarding board training and strategic planning as well as the steps that are involved in each. As a result of these meetings a commitment was made by the Farwell House board to develop a strategic plan for the organization in 2022 and to find a board training program that would work with the diverse makeup of our board.

Due to a capacity grant our organization was also able to participate in social media and video storytelling training during 2021. These trainings helped us to focus our efforts on social media and enabled us to hire a visual production team to produce promotional videos for the organization. These videos will allow us to more precisely target an audience of potential donors.

Photo Upload: Mindrup Open Studio.jpg, RMAC exhibit.jpg

***Executive Director/Pres./Principal** Yes

Authorization:

Project Budget Template: Farwell TFF Project Budget 2022.xls

Current Annual Organization Budget: \$20,300.00

Organization Budget: Farwell Org Budget 2022.xls, Farwell Budget and Actuals 2021.xls

Do you have any overdue Final Impact No

Reports to TFF?:

TECHNOLOGY RELATED REQUESTS:

IT Plan:

Technology Audit:

Letter of Support from IT Director:

Challenge Grant Document(s):

Site Visit Report:

Grant Variance Request:

Interim Report 1:

Referred to Tracy Foundation by::

Is this an Invitation Grant?: No

Does Your Organization Have a Strategic No

Plan?:

SWOT Analysis Template

Examples:

Advantages of Proposition?
 Capabilities?
 Resources, Assets, People?
 Experience, Knowledge?
 Qualifications, Expertise?
 Value or Quality?
 Market Need?
 Research Validation?

Strengths (S)

Advantages:
 *Our programming is created with a research-based belief that involvement in the arts has multiple benefits to community members.
 *Farwell House is currently providing programming that isn't present in our community.
 *Research continues to show that involvement with the arts has multiple positive outcomes-including stress reduction.
 *New relationships/connections made with local artists/musicians due to past programming
 Resources/Assets/People:
 *Partnership with local organizations (The HUB Arts and Culture Center, Frederick Township Board)
 *Contacts with heads of Art Departments at universities in our region broadens access to artists for programming/residency
 *Network of directors of like organizations developed through attending Rural Arts & Culture Summit
 *Board commitment to participate in training and focus on strategic plan for organization in the upcoming year
 Qualifications:
 *Directors and their family are residents of community being served and deeply invested in its success
 *Diverse Board of Directors includes art teacher, fine artist, photographer, woodworker, local residents, employee of the IL Dept of Agriculture

Weaknesses (W)

*Local community attendance/buy-in for programming is a concern. We are continuing to explore ways in which to increase attendance of local residents at events and to develop events that meet their specific wants/needs/interests. We are continuing to develop our local resident advisory group.
 *Maintenance of facility and upkeep of property is time consuming.
 *Funding concerns due to decrease in available disposable income for many households due to inflation, etc.
 *In the process of securing board training and strategic planning training for organization-need for clear responsibilities for board members to be set.

Examples:

Disadvantages?
 Capacity Concerns?
 Financial Concerns?
 Resources, Expertise?
 Staffing?
 Data, Outcome Measures?
 Target Population?
 Management, Leadership?

Examples:

Market Developments?
Target Population Need?
Information or Research?
Partnership, Collaboration?
Revenue Generation?
Innovation, Impact?
Geographic Impact?

Opportunities (O)

*Partnership with local township committee will continue to offer opportunities to provide programming events relevant to local community.
*Partnership with The HUB and regional universities will expand our reach/audience and create more opportunities for programming as well as provide more diverse programming for area residents.
*Funding and growth will allow us to expand our Artist in Residence Program to bring more artists into the community.
*Continued programming will allow us to have positive impact by paying artists who have been negatively affected by impacts of COVID-19 pandemic and recent economic events
*Use of professional video content will allow us to reach a more targeted audience for fundraising.

Threats (T)

*Continuing to raise funding for programming/facilities upkeep is an ongoing concern.
*Increasing attendance and developing buy-in with local residents.
*Creating programming that is relevant to target audiences and to donors during period of economic downturn.
*Increasing number of board members to more evenly spread responsibilities and fundraising planning

Examples:

Potential Concerns?
Obstacles?
Financial Threats?
Capacity Threats?
Target Audience Demand?
Staffing Threats?
Data, Outcome Measures?
Impact Analysis?

MEASURABLE GOALS AND ACTION PLAN

	Goal <i>What do you want to accomplish?</i> <i>What are you trying to achieve?</i>	Current Situation/Present Actuals <i>What are you doing now?</i> <i>What data do you currently have?</i>	Action Steps to Achieve Goal <i>What do you plan to do to move from your current situation to your goal?</i>	Measurable Impact Desired <i>How will you know that you're achieving your goal?</i> <i>What will your data indicate?</i>
Goal #1	Provide 10 community engagement activities, including 7 at no cost to the public, for the residents of our community and surrounding communities. which closely align with our organization's mission.	This past year we were able to provide 9 engagement activities with 6 being at no cost to the public. We have determined, looking at data from previous events, that programming such as music events, hands-on workshops, and local artist exhibits more closely align with our target audience's interests.	<ul style="list-style-type: none"> *Host Strummin' on the Hill-a celebration of local musicians. *Collaborate with The HUB Arts and Cultural Center in Rushville, IL and artists in residence to provide workshops/presentations. *Gather community input through collaboration with the Frederick Township board on ways in which the Frederick community and Farwell House can provide events for residents *Reach out to local artists to develop exhibits of their work *Plan community engagement activity to use as a platform to share the mission of the organization/secure potential new donors 	*10 community engagement events held at/hosted by Farwell House, or in collaboration with The HUB
Goal #2	Secure at least 5 new regular donors to the organization.	Our organization currently utilizes a fundraising campaign once per year. Through this campaign and through donation pleas at events we are able to generate many one-time donations.	<ul style="list-style-type: none"> *Use professional videos to reach target demographic *Research user-friendly system for recurring online donations *Continue yearly fundraising campaign mailing *Develop online fundraising challenge 	At least 5 new recurring donors will be secured in this fiscal year.

Project Budget Template

PROJECT INCOME			
Source	Budgeted Cash Income	Budgeted In-Kind Income	Indicate if income is Committed (C) or Pending (P)
Local Government	\$200.00	\$	P
State Government	\$	\$	
Federal Government	\$	\$	
Individual Contributions	\$3,000.00	\$	P
Foundations (specify below)			
Tracy Family Foundation	\$7,500.00		P
Two Rivers Art Council	\$400.00	\$	P
(name)	\$	\$	
Corporations (specify below)			
(name)	\$	\$	
(name)	\$	\$	
(name)	\$	\$	
Program Service Fees	\$1,800.00	\$	P
Membership Income	\$	\$	
Other (specify below)			
Ackman Donation	\$7,200.00	\$	C
Merchandise Sales	\$200.00	\$	P
	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
	\$	\$	
Total	\$20,300.00	\$0.00	
Total Budgeted Cash and In-Kind Income			
\$20,300.00			

PROJECT EXPENSES			
Item	Budgeted Cash Expenses	Budgeted In-Kind Expenses	Dollars Requested from Tracy Family Foundation
Salaries or wages for project staff (break down by individual position below and indicate full or part-time)			
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
Salaries and wages subtotal	\$0.00	\$0.00	\$0.00
Insurance Benefits & Other Related Taxes	\$4,250.00	\$	\$4,050.00
Consultants & Professional Fees	\$1,050.00	\$	\$650.00
Travel	\$	\$	\$
Equipment	\$	\$	\$
Supplies	\$1,790.00	\$	\$1,550.00
Marketing	\$400.00	\$	\$200.00
Rent & Utilities	\$9,510.00	\$	\$450.00
Training & Professional Development	\$	\$	\$
Other (specify below)			
Facilities Maintenance	\$3,150.00	\$	\$450.00
Postage/Mailing	\$150.00	\$	\$150.00
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
Total	\$20,300.00	\$0.00	
Total Budgeted Cash and In-Kind Expenses			Total Requested from TFF
\$20,300.00			\$7,500.00