

**NEW AUDIENCES/NEW PLACES**  
**INQUIRY FORM QUESTIONS**

**ORGANIZATION INFORMATION**

---

**Tax ID #:**

**Legal Name of Organization:**

**Sub-Organization/Local Chapter:**

**Mailing Address:**

**City/State/Zip:**

**Telephone #:**

**Web Address:**

**Mission Statement** – *Briefly describe your organization’s mission and work.*

**Organization History** – *Briefly describe your organization’s history, including year founded.*

**Key Priorities/Primary Activities**

**CONTACT INFORMATION**

---

**Organization Leader:**

**Name:**

**Title:**

**Email:**

**Phone:**

**Proposal Contact:**

**Name:**

**Title:**

**Email:**

**Phone:**

**GRANT REQUEST INFORMATION**

---

**Project Title:** *Provide a brief, one sentence description of your project (250 characters)*

**Type of Funding Requested:**  
*(implementation or planning)*

**Amount of Request:**

**Total Project Budget:**

**Duration of Funding:** (in months)

**Proposed Start Date for Proposed Project:**

**Describe the proposed project and use of requested funds. Include the artistic discipline, duration, and the name of the artists/curators/etc. involved in the project. This section should describe the entire scope of work, even if aspects are being funded through other sources. If you will be working with community organizations or partners, please name them and describe their role in the project. (3600 characters, spaces included)**

**Describe how the proposed project aligns with the New Audiences/New Places strategic priorities. (3600 characters)**  
<https://williampennfoundation.org/how-we-fund/creative-communities#tab-1-3>

**EXTERNAL PARTNERS/CONSULTANTS.** If any external community or artistic project partners are involved in this project, describe the role they will play in the proposed work. If a partner/consultant has already been selected, provide the name, capabilities and credentials, role in the project, and how they were selected. A scope of work should also be attached as reference. If a partner/consultant has not yet been selected, describe the capabilities and credentials sought and the process for selection. (2700 characters, spaces included)

Describe the project's intended audience in terms of demographics, prior exposure to your organization, etc. Please outline your approach for engaging the intended audience and plans you have to involve them in your project, if any (i.e., marketing, programming, audience engagement plans, etc.). (3600 characters, spaces included)

Describe the location(s) for the proposed project. Why did you select this location, and how will it increase access to high quality art for residents and visitors to Philadelphia? (2700 characters, spaces included)

**ORGANIZATIONAL CAPACITY.** Describe the capacity of your organization to carry out the proposed project. What current or past projects and other relevant experience exemplify your organization's ability to conduct this work? What has the impact been? (4500 characters, spaces included)

**RECENT SUCCESSES.** Highlight recent successes of your organization (e.g., major milestones, awards, recognition, grants) that are relevant to the proposed project. (7500 characters, spaces included)

**INTERNAL CHALLENGE/GAPS.** Describe the potential gaps in your organization's resources or skills that could hinder the success of the project in both the short and long term (e.g., professional development needs, staffing needs etc.). How will these gaps be filled? (7500 characters, spaces included)

At the end of the proposed grant period, is there an overarching goal that the project is expected to have met? If so, what data and information will you use to verify that the result has been achieved? Describe your organization's plan for gathering and using data, and list the resources and/or tools you will use. If project measurement is an activity that will require external resources, please be sure to include this in the budget for the proposed project. (2700 characters, spaces included)

#### **ATTACHMENTS (UPLOAD)**

---

- **Audited Financial Statements** – most recently completed fiscal year **(REQUIRED)**
- **Project Budget** – please attach a budget for the full scope of the project, in your organization's preferred format **(REQUIRED)**
- **Annual operating Budgets** – current and previous fiscal years **(REQUIRED)**
- Audience engagement plan (optional)
- Strategic, Business, or Financial Plan (optional)
- Other supplemental materials (optional) \*please do not submit work samples.