

LETTER OF INTEREST
NEW AUDIENCES/NEW PLACES

Receipt Date:

ORGANIZATION INFORMATION

Tax ID #:

Org Name:

Address:

Phone:

Fax:

Email Address:

Web Address:

Current Fiscal Year:

Total Operating Budget:

ORGANIZATION MISSION STATEMENT

KEY PRIORITIES OR PRIMARY ACTIVITIES OF YOUR ORGANIZATION

CONTACT INFORMATION

ORGANIZATION LEAD:

PROJECT CONTACT:

GENERAL GRANT REQUEST INFORMATION

Amount of Request:

Duration of Funding:

Type of Funding Requested:

Project Title:

1. Briefly provide your organization's history, including the year founded. Please also include a list of the names of the primary staff that make up your organization and their roles and responsibilities.
2. Briefly describe your project and how you will use the requested funds. In the description of the project, please describe the artistic discipline, duration, and the name of the artists/curators/etc. involved in the project.
3. Briefly describe how your proposed project is aligned with the New Audiences/New Places strategic priorities.

4. Indicate if any community, artistic, or other project partners will help to realize this project. If Yes, please name your partners and describe their role.
5. Share your understanding of the project's intended audience in terms of demographics, prior exposure to your organization, etc.
6. 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.)
7. 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.
8. 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?
9. Are there gaps in the above resources and skills that you require for successful completion of the proposed work? If so, please explain. How do you propose to fill these gaps?
10. At the end of the proposed grant period, is there an overarching goal you expect your project to have met? If so, how will you know if you have met that goal? If project measurement is an activity that will require external resources, please be sure to include this in your budget for the proposed project.

Attachments:

1. **Three Years of Audited Financial Statements (Required)** - Include the audit for the most recently completed fiscal year and two years prior.
2. **Operating Budgets (Required)**- Annual operating budgets are required for the fiscal years to be covered by the requested grant.
3. **Project Budget (Required) (Project Budget Template)** - Please use the link to download a copy of the worksheet to complete.
4. **Strategic, Business, or Financial Plan (if available)**
5. **Audience Engagement Plan (if available)**