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PROJECT FORTISSIMO

EST. 2020

Final Project  
Development and Fundraising

Victoria Brown  
Professor Suggs

05/03/2021

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# Non-Profit Information





## *PROJECT FORTISSIMO: WHO WE ARE*

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### *General Information:*

NPO Name: Project Fortissimo

NPO Location: Provincetown, MA

Art Genre: Musical Theatre

Contact Information: 508-487-0006

Web Address: [www.projectff.org](http://www.projectff.org)



### *Mission Statement:*

Project Fortissimo is dedicated to making the musical theatre dreams of students a reality by providing professional experience and industry tools

### *Vision Statement:*

Within the next 13 years of its existence Project Fortissimo would like to establish at least one more satellite campus to enrich the community and students of another small town in the United States. Project Fortissimo would also like to reach another 200 students in the next 13 years as well as garner a partnership with industry professionals to enhance the theatrical education of our students



# Programming:

Project Fortissimo offers the following for its students:

- Acting, Voice, and Dance lessons
- Monthly cabaret performances
- Weekly/Daily opportunities to sing as singing wait staff
- Masterclasses with industry members such as Billy Porter and Seth Rudetsky
- Performance opportunities with industry professionals

In summer 2023 Project Fortissimo will holding its first annual summer intensive where students who are not part of the sing wait staff can work with our teaching faculty and get two weeks of acting, voice, and dance lessons with a showcase at the end of those two weeks

## History of Project Fortissimo:

Established in 2020, 13 years after the establishment of Project Fortissimo the organization has seen tremendous growth. While Project Fortissimo is based in Provincetown, MA and the original location is still thriving, the organization has established location another Fire Island, NY. Over the 13 years Project Fortissimo has been helping students achieve their dreams, 100 students have gone on to major in Musical Theatre or some form of performing. Of those 100, 30 students have gone on to book regional, touring, or Broadway work.

## Recognition and Accolades

Broadway stars such as Seth Rudetsky and Billy Porter have become members of the Project Fortissimo family and teach a masterclass to the students every time they are in town. Project Fortissimo has also been written up for exceptional work by BroadwayWorld and The Boston Globe



# Enhancement Elements

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## *Public Appeal*

Still a very unique concept that isn't seen everywhere

## *Community Appeal*

In the 13 years since its establishment, Project Fortissimo has brought more tourists into Provincetown

## *Community Engagement*

Since Project Fortissimo has experienced steady growth over the past 13 years it has been able to bring on a full time staff of local students, part-time local voice, dance, and acting teachers and has been able to bring in industry professionals on a regular basis to host masterclasses. In the past 13 years Project Fortissimo has become a staple of the Provincetown community and has been able to form partnerships with other local businesses to host events and provides entertainment at community events throughout the year

## *Promotional Ideas*

Continue to grow presence on social media, publish articles from Broadway World and the Boston Globe on the website, have promotional materials ready to hand out and digital copies on the website, and have local partners hang flyers up in their establishments promoting upcoming events

## *Fundraising Ideas*

Big events such as Project Fortissimo presents Billy Porter, Social Media contests, Local Business nights, radio contests, reaching out to donors in towns where other locations are possible

## *Fundraising Methods*

Quarterly donor drives, donation mailers, donation buckets at every event



# Promotional Material Examples

JULY 12-16, 2033




TONY AWARD WINNER  
GRAMMY AWARD WINNER  
STAR OF THE HIT SHOW POSE

CALL 508-487-0006. VISIT  
OUR BOX OFFICE AT 303  
COMMERCIAL STREET , OR  
VISIT  
WWW.PROJECTFF.ORG FOR  
TICKETS

**PROJECT FORTISSIMO  
PRESENTS A NIGHT WITH  
BILLY PORTER**

Want to be a member of the best singing wait  
staff on Cape Cod? Well you're in luck!

Project Fortissimo is holding auditions on April 3rd  
Visit [www.projectff.org](http://www.projectff.org) for full information



**The  
Boston  
Globe**

Go to [www.projectff.org](http://www.projectff.org) to see our write ups in  
notable publications like Broadway world.com



# Case Statement



**PROJECT FORTISSIMO**

EST. 2020



508-487-0006  
303 Commercial Street  
Provincetown, MA 02657  
[www.projectff.org](http://www.projectff.org)

**DEAR MR. BEN PERKINS,**

Greetings! I would like to introduce myself real quick, my name is Victoria Brown and I am the founder and current President of Project Fortissimo based here in Provincetown. Next summer Project Fortissimo is looking to launch our first annual summer intensive to provide even more Provincetown students with a quality arts education

I was talking to my friend David Drake over at the Provincetown Theatre one of our local partners and he mentioned that you are looking to get more involved in the Provincetown Arts Scene. I would love to meet you and discuss the potential of getting you involved in our organization. I have attached our case statement so you have the chance to get to know our organization. In the case statement you will find our organizations history, financial information, future plans, and so much more

I look forward to meeting you and in the meantime if you have anymore questions please feel free to reach out directly to me via email at [vabrown@projectff.org](mailto:vabrown@projectff.org)

**MANY THANKS,**

*Victoria Brown*

**Victoria Brown  
Founder and President  
Project Fortissimo**



# About Us

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NPO Name: Project Fortissimo

Address: 303 Commercial Street Provincetown, MA 02657

Phone Number: 508-487-0006

Contact Person: Victoria Brown, Founder and President

Web Address: [www.projectff.org](http://www.projectff.org)

Mission Statement: Project Fortissimo is dedicated to making the musical theatre dreams of students a reality by providing professional experience and industry tools

# Goals and Objectives

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Community: Expand into small town communities outside of Provincetown and Fire Island to provide arts education and performance opportunities they don't get in school

Program Growth: Introducing a two week summer intensive at both locations that will open the way for one week Winter and Spring Break Intensives in the future

Following : Continue to establish partnerships with local businesses, Form relationships with more industry professionals that can put on masterclasses for students

Follow us!



@projectff



Project Fortissimo



# Our History

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Established in 2020, 13 years after the establishment of Project Fortissimo the organization has seen tremendous growth. While Project Fortissimo is based in Provincetown, MA and the original location is still thriving, the organization has established location another Fire Island, NY. Over the 13 years Project Fortissimo has been helping students achieve their dreams, 100 students have gone on to major in Musical Theatre or some form of performing. Of those 100, 30 students have gone on to book regional, touring, or Broadway work.

# Exciting News!!!

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in year 13 we are planning a launch for our brand new summer intensive. This will be a two week intensive full of lessons from the amazing Project Fortissimo acting, voice, and dance faculty, Master classes from Broadway legends Seth Rudetsky and Billy Porter and so much more. This intensive will allow Project Fortissimo to reach more students who aren't able to be members of the singing wait staff and give them performance and networking opportunities they wouldn't be afforded otherwise. With the successful launch of the summer intensive program Project Fortissimo will be able to launch similar one week Spring and Winter break intensives



# Our Programs

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## Acting, Voice, and Dance Lessons

Through Project Fortissimo's partnership with the local school system students are able to take voice, dance, and acting lessons outside of school to further hone their craft



## Weekly and Daily Performances

As a member of the singing wait staff, students get daily and weekly opportunities to sing for an audience during dinner service



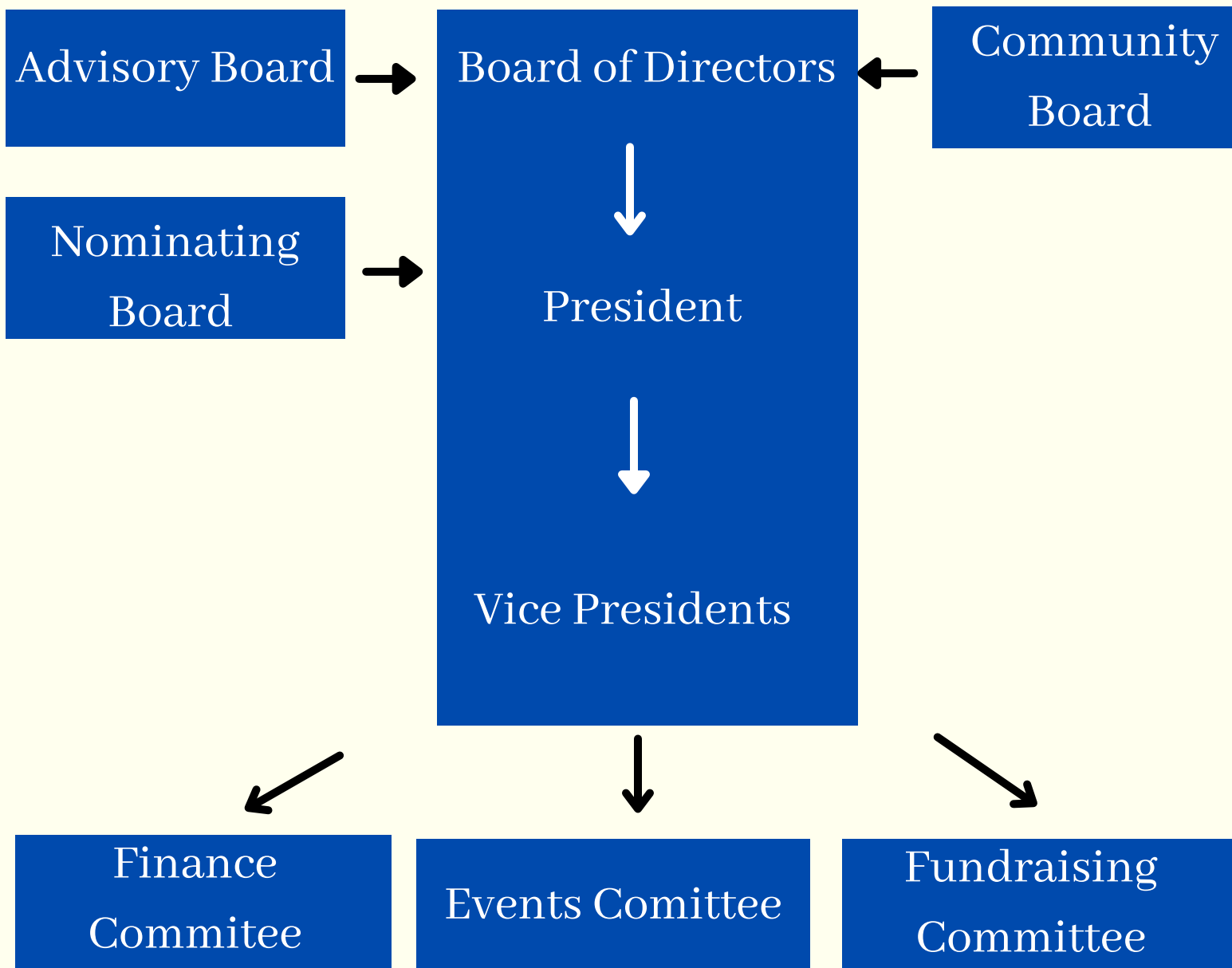
## Monthly Cabarets

To make sure all students are getting a chance to showcase what they are learning in their lessons, Project Fortissimo hosts monthly cabarets. These cabarets allow members of the community who don't have the chance to come for dinner service to see what Project Fortissimo and its students are working on



# Our Board of Directors

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# Volunteers

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All committees at Project Fortissimo are made up of amazing community volunteers. All Boards are also comprised of community volunteers



# Recognition and Awards

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## The Boston Globe



Project Fortissimo has been written up on prestigious platforms such as BroadwayWorld, Broadway.com, and many more. To read full articles visit our website at [www.projectff.org](http://www.projectff.org)



Over the past 13 years Project Fortissimo has been fortunate enough to win 3 Elliot Norton which recognize achievements in Boston-Area Theatre



# Financial Report

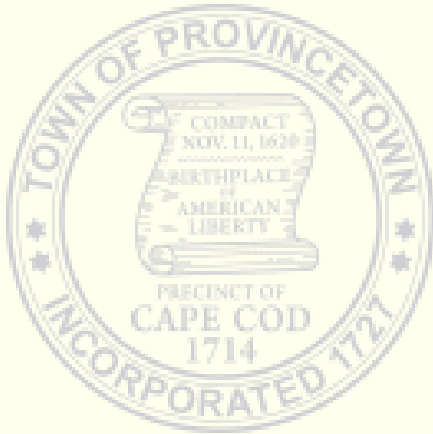
	Approved Budget	Budget Adjustment	Adjusted Budget	Actual	Budget Balance	Percent Realized
<b>Revenue:</b>						
Campaign Pledges	\$50,000		\$50,000	\$30,000	\$20,000	
Grants	\$6,000	\$4,000	\$10,000	\$6,000	\$4,000	
Donations	\$3,000		\$3,000	\$3,000		
Interest	\$5,000	\$2,000	\$7,000	\$7,000	\$2,000	
Ticket Sales	\$15,000		\$15,000	\$15,000		
Merchandise	\$500	\$500	\$1,000	\$500	\$500	
Special Fees	\$2,000		\$2,000		\$2,000	
Showcase Fees	\$4,000		\$4,000		\$4,000	
<b>Total Revenue</b>				<b>\$67,500</b>		
<b>Expenses:</b>						
Primary Programs						
Monthly Showcase	\$5,000	\$3,000	\$8,000	\$6,000	\$1,000	
Cabarets	\$8,000		\$8,000		\$8,000	
Performances	\$12,000	\$3,000	\$15,000	\$12,000	\$3,000	
Support Programs						
Administrative	\$25,000	\$5,000	\$30,000	\$25,000	\$5,000	
Fundraising	\$6,000	\$4,000	\$10,000	\$6,000	\$4,000	
<b>Total Expenses</b>				<b>\$57,000</b>		
	Excess Revenue over Expenses					
	[(Deficit) Under]					
	Beginning Fund Balance					
	<b>Fund Balance (As of date of report)</b>					

As we move in to year 13, our Board of Directors has approved a budget increase as we prepare to launch our summer intensive and as we increase programming at our Fire Island Location in its 5th year



# Governance

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Project Fortissimo works with and answers to The Provincetown Chamber of Commerce and The Councils of Culture and Tourism

# Planning

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	January	February	March	April	May	June	July	August	September	October	November	December
Marketing	Yellow bar											
Fundraising	Purple bar											
Outreach	Orange bar			Orange bar			Orange bar			Orange bar		
Showcases	Green bar											
Cabarets			Blue bar			Blue bar			Blue bar			Blue bar

Board Meeting occur once a quarter and Committees meet when is necessary for planning of events, donor and membership drives, etc.



# Our Needs

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With the growth we have experienced since launching our Fire Island location and as we prepare to launch our Summer Intensive program our needs are primarily in the areas of funding and volunteers

# How your Funding Helps

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All donor funding goes to three areas

- Upkeep of performance space
- Student Scholarship Fund
- Launch of our Summer Intensive program



# Sponsorship Packages

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Premier Sponsor	\$2,000+
Senior Sponsor	\$1,000
Junior Sponsor	\$ 500
Bronze Sponsor	\$ 200
Student Sponsor	\$ 20

## Now What?

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Project Fortissimo would love to have you as a part of our family. We hope you consider giving to our organization in some capacity and help us enrich our community. We hope to hear from you soon!





# Prospects and Research



# 2033 Donor Research

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Project Fortissimo currently has a wide variety of donors that help fund or put on events throughout the year. For example, donors help set up for monthly cabarets, get equipment for performances are the community like chairs and donation tables.. Donors also help make sure equipment for performances is in top shape to be able to put those performances on. For Project Fortissimo to continue thriving and growing we need to find a larger base of lower level donors so we are not as reliant on higher level donors should a situation arise where those higher level donors are unable to donate at any point. Project Fortissimo has to cultivate more donors this coming year in particular with upcoming launch of the summer intensive program.

## Sample Review/Rating Cover Page

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*"To Whom it May Concern,*

*This year Project Fortissimo will be launching a brand new summer intensive program to reach more students in the Provincetown area and expand their opportunities in the arts. Below is a list of our potential donors. Please use this list as a way to build a stronger connection between Donor and Organization. This will also give us an opportunity to evaluate and examine ways to continue and strengthen our relationship with our donors*

*Please note that this does not commit you to fundraising in any capacity and does not commit you to be a donor to Project Fortissimo. All information remain confidential. Please be honest in your ratings as they will help us determine potential donors and what their capacity to give is. Thank you so much for your support of Project Fortissimo as we strive to make the musical theatre dreams of students come true"*



# Sample Prospect Rating Guide

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## Donation Capacity

- A. 20,000 or more
- B. 10,000 or more
- C. 6,000 or more
- D. 1,500 or more
- E. 750 or less

## Interest in Project Fortissimo

- A. Very Interested
- B. Moderate Interest
- C. Neutral Interest, but with more information I could be convinced to donate
- D. Moderately uninterested
- E. No interest what so ever

## Personal Relationship to Prospect Donor

- A. Close Relationship
- B. Acquaintance
- C. Have crossed paths a number of times but nothing beyond that
- D. No relationship what so ever

Has Prospect voiced an interest in donating to an arts organization in the past?

Yes \_\_\_\_\_ No \_\_\_\_\_

Is Prospect in good standing with the Community of Provincetown, MA

Yes\_\_\_\_\_. No\_\_\_\_

Thank you for your time and for answering this survey!



# Evaluation Methods for Prospect Ratings



Once the rating surveys have been collected the Development and Fundraising Committee along with the VP of Development and Fundraising will meet to review ratings and maintain or revise the fundraising goal. After that the ratings will be sent to the Board of Directors to review. Once the Board of Director has reviewed the ratings, the Development and Fundraising Committee will meet with the Board of Directors. At this meeting the ratings will be discussed, the Committee will present their revised fundraising plan or reasoning for maintaining the current plan which the Board will either approve or reject. If approved the Board will begin contacting Prospects.

## Viable Contribution Mix



Event	January	February	March	April	May	June	July	August	September	October	November	December
Prospect Research	█	█	█									
Collect Prospect Recommendations			█	█	█	█						
Begin Prospect Rating Forms				█	█	█	█					
D&F Committee Evaluate Forms							█					
D&F committee Establishes Plan							█					
Rating forms Sent to BOD							█					
BOD Evaluates Forms								█				
D&F Committee Presents Plan									█	█	█	█
BOD Contacts Prospects										█	█	█

## Fundraising and Prospect Cultivation Techniques



### Mailers

Donation envelopes will be sent out to members on the mailing list. If Member decides to donate they will place a check in the envelope, seal it, and mail it back to the office

### Phone Calls

Volunteers will make phone calls to current donors and potential donors to see if they are interested in continuing on or joining Project Fortissimo as a donor. If Donor agrees to contribute the volunteer will then instruct the donor to the online donation page, have them mail their contribution, or bring contribution in person to the office. Phone calls are also a good way to follow up on mailers



## Social Media

This the most cost effective since its free. With a growing presence on Social Media being a goal of Project Fortissimo's it is also a practical way of fundraising since there will links to the website donation page as well as posts about upcoming events and donor drives it will be easy to measure if the content is reaching the community

## Donor Drives

Once a Quarter Project Fortissimo will hold an open house where current and potential donors will get a chance to see the venue, hear about all the work Project Fortissimo is doing and have a chance to donate right then and there if they so choose

## Performances

At every dinner service, monthly cabaret, and events where Project Fortissimo is performing donation buckets will be on the premises so if people enjoy the work Project Fortissimo does they have a chance to donate while our work is still fresh on their minds

## Grant Support

With locations in two cities and the intention to branch out into a third there are many opportunities for grants. The Development and Fundraising committee will be in charge of finding and preparing grant applications that will be reviewed by the VP of Development and Fundraising and the Board of Directors

## Major Gifts

Major Gifts will always be accepted at Project Fortissimo. At this time major gifts will be allocated to the launch of the Summer Intensive program. At this time we are looking for the following major gifts

- 2 at 20,000
- 3 at 15,000
- 5 at 10,000



# Fundraising Methods Timetable

## Fundraising Methods Timetable

Event	January	February	March	April	May	June	July	August	September	October	November	December
Mailers												
Phone Calls												
Social Media												
Donor Drives												
Performances												
Grants	Cash Flow is determined once grants are received											
Major Gifts												
		Income										
		Expense										

## Fundraising Cash Flows

Event	January	February	March	April	May	June	July	August	September	October	November	December
Mailers												
Phone Calls												
Social Media												
Donor Drives												
Performances												
Grants												
Major Gifts												
		Execution										
		Planning										



Grant Support

# Grant Search Process

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Project Fortissimo has been involved in the Provincetown and Massachusetts art community for over 10 years at this point. Non-profit organizations thrive on volunteer support and funding. It is nearly impossible to get all your funding from donors and patrons. Grants are a fantastic way of getting support and continuing your organizations mission and vision. Project Fortissimo's Development and Fundraising committee has put together a list of Grants that Project Fortissimo is eligible for and highly likely to receive. Criteria for Grants included:

- Federal, State or Local Organizations
- Organizations with a passion for the arts
- Organizations that contribute to arts education
- Organizations located in New England or on the East Coast



# Grant Research

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## NEA Grant for Arts Projects

### Eligibility:

The Arts Endowment encourages applications from a variety of eligible organizations, e.g., with small, medium, or large budgets, and from rural to urban communities. Similarly, projects may be large or small, existing or new, and may take place in any part of the nation's 50 states, the District of Columbia, and U.S. territories.

The National Endowment for the Arts is committed to diversity, equity, inclusion, and fostering mutual respect for the diverse beliefs and values of all individuals and groups. The Arts Endowment encourages projects that use the arts to unite and heal in response to current events, as well as address any of the following:

- Celebrate America's creativity and/or cultural heritage.
- Invite a dialogue that fosters a mutual respect for the diverse beliefs and values of all persons and groups.
- Enrich our humanity by broadening our understanding of ourselves as individuals and as a society.
- Originate from or are in collaboration with the following constituencies encouraged by White House Executive Orders:
  - Historically Black Colleges and Universities,
  - Tribal Colleges and Universities,
  - American Indian and Alaska Native tribes,
  - African American Serving Institutions,
  - Hispanic Serving Institutions,
  - Asian American and Pacific Islander communities, and
  - Organizations that support the independence and lifelong inclusion of people with disabilities.

### Funding:

Applicants may request cost share/matching grants ranging from \$10,000 to \$100,000. In the past few years, well over half of the agency's grants have been for amounts less than \$25,000. Designated local arts agencies eligible to subgrant may request cost share/matching grants ranging from \$10,000 to \$150,000 for subgranting programs in the Local Arts Agencies discipline.



# National Theater Project Creation & Touring Grant

## Eligibility:

- The National Theater Project will consider projects submitted by U.S.-based theater ensembles and individual theater artists with identified collaborators. Only one application per ensemble or artist will be accepted per year.
- Organizations must be able to prove nonprofit status; for individual artists, an organizational partner may serve as the fiscal agent.
- All projects must have one committed development partner relationship.\*
- Preference is given to those projects which are within two years of being ready to tour from the NTP award date.
- Preference is given to those projects with at least one interested presenting partner.\*\*
- Returning Artists: All NTP-supported presentations are completed and it has been one year since the last NTP-supported presentation.
- Applicant must be able to fulfill the Requirements & Reports for Grant Recipients if awarded.

Theater artists apply to receive support for both the development and U.S. touring [virtual or in-person] of artist-led, ensemble, devised theater projects. Grants support the development of the project, costs and incentives needed to establish a plan for touring, and subsidies for presentation of the work. Funded projects are expected to complete an evaluation within one month of the project premiere as designated in the contract.

Awards range from \$80,000 to \$130,000. Part of the award is distributed directly to the artist to support creation and development. The remaining grant amount is set aside as artist-directed allocations distributed to presenters of their choice to cover part of their artist fee (Presentation Grants).

\* Development partners provide a variety of resources during the development of a work including, but not limited to, residency space, virtual platforms, audience for work-in-progress showings, administrative guidance or support, marketplace advocacy, tour planning assistance, and the leveraging of additional funds for the project. It is understood that the need and level of assistance between development partners and artists varies from artist to artist, but NTP believes strongly that partnerships greatly benefit the development and distribution of devised, ensemble theater.

\*\* A presenting partner is the operator of a virtual platform or in-person venue that offers the work to an audience, including but not limited to U.S. arts spaces, presenting organizations, producing theaters that also present touring productions, and festivals.

## Funding:

- Support the creation/development and U.S.\* touring [virtual or in-person] of new artist-led devised, ensemble theater works that demonstrate excellence in the artists' practice. NTP uses the following definitions in consideration of grant applications:
  - Ensemble: A group of two or more people committed to working together over time to develop a distinct practice and body of work.
  - Devised: A process of co-creation and joint discovery that prioritizes generative artists, which may include but does not prioritize playwrights, is iterative, and results in original work.
- Support work that contributes to the cultural and aesthetic diversities of today's theater. NEFA values an equitable, diverse, and inclusive world, which we interpret as all people having fair access to the tools and resources they need to realize creative and community endeavors. We acknowledge structural inequities that have excluded individuals and communities from opportunity based on race, gender, disability, sexual orientation, class, age, language, culture, nation of origin, and geography, and strive to counter those inequities in our work.
- Reflect meaningful partnerships with presenters, producers, and other organizations that are involved in the development, performance, engagement, and/or touring and promotion [virtual or in-person] of the new work.
- Offer the potential to deepen engagement because of the work's relevance, originality, and/or timeliness.
- Produce a viable plan for touring [virtual or in-person] the supported work in multiple communities in the U.S. and its territories\*.

\*NEFA defines U.S. as all 50 of the United States, as well as Puerto Rico, Guam, Northern Mariana Islands, the U.S. Virgin Islands, and American Samoa.

NTP is interested in artist-led, ensemble, devised theater projects developed using a variety of methods and types of collaborations.

These could include (but are not limited to) the following:

- Ongoing ensembles of collaborating artists with a history of devising work.
- Artists and ensembles who lead projects and engage collaborating artists on a project basis.
- Artists and ensembles with touring experience who have innovative project proposals.
- Artists and ensembles who have little previous touring experience, but have relationships with presenters or other theaters.
- Artists and ensembles with local support and organizational partners who will assist in development and tour planning.

Types of projects that will not be considered:

- Projects focused solely on children's and family theater.
- Projects by solo performers.
- Projects developed by lead artists who are non-U.S. based.



# National Theater Project Presentation Grant

## Eligibility:

- U.S. organizations with nonprofit status who have been invited by the project's tour coordinator may apply.
- There is no limit to the number of NTP Touring Grants a presenter or nonprofit organization may receive, but a separate application must be submitted for each project.
- Engagements must include at least one public performance.
- Applicant must be able to fulfill the Requirements & Reports for Grant Recipients if awarded.

## Funding:

NEFA must be notified of any changes in fee paid to the artist(s) as far in advance of the event as possible. Your grant award is calculated as a percentage of that artistic fee. It should not be considered a one-to-one "matching grant." The amount listed on the contract and in the evaluation MUST be the total artistic fee as it appears on your Application form. If the fee is reduced, you must provide an explanation in writing. Reduction in the artist(s) fee may result in the reduction or cancellation of your grant award. Artistic fees do not include in-kind contributions. In order for a grant recipient to receive the grant award, the following items must be provided within one month after the funded event (All supplemental materials should be uploaded on the attachments tab of the online grantee report):

1. Evaluation form for each grant, which includes several narrative questions and a final budget associated with the presentation. Do not combine figures for more than one grant on a single form. For series/festivals or collaborations, approximate proportions of audience figures, expenses, etc. for each event for which NEFA funding directly applies.
2. Copies of contract or letter of agreement (signed and dated with printed name and title) between your organization and the artist(s) being presented. The contract must be signed by an authorized representative of the artist(s) and by an authorized representative of your organization, and must include the dollar amount of the artistic fee, the amount agreed upon and terms for housing and transportation of the artist(s) while in your care, if not part of the artistic fee, and the dates of the residency, performance(s), workshop(s) and/or other related events.
3. Copies of all program and publicity materials showing crediting of NEFA and additional sponsors. Flag or highlight the credit line on these materials, showing the required acknowledgment of the funding support as described in the grant award letter. (Visit [nefa.org](http://nefa.org) for current crediting requirements.) Scan and attach all materials to NEFA.
4. (Strongly Encouraged) Images of the NTP-funded engagement.

Payments for the grant award will be made upon receipt of these materials by NEFA after the event. You must provide this material within one month of the event or risk forfeiture of the grant and all pending NEFA grants. If the performance date is changed or cancelled or if you anticipate a delay in forwarding completed report forms and materials, please contact Quita Sullivan ([qsullivan@nefa.org](mailto:qsullivan@nefa.org) or 617.951.0010 x531) or Meena Malik ([mmalik@nefa.org](mailto:mmalik@nefa.org) or 617.951.0010 x516).



# New Work New England

## Eligibility:

- Applicant(s) must be practicing artist(s) in dance, film, interdisciplinary work, media, music, musical theater, opera, poetry, storytelling and/or theater. There is no minimum for years of experience. Applicants may be individual artist(s), collectives, or artists with their own 501(c)(3) organization.
  - Applicants and payees must be 18+ years old.
  - Artistic collaborations applying may consist of individual artists working together, or more formal collectives/collaborations that have fiscal sponsorship or 501c3 status.
- Works may be interdisciplinary and can include creators in multiple artistic forms.
- Applicant artists must reside in any of the six New England states (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont) and maintain an active profile as a touring artist on CreativeGround. View the instructions and minimum requirements for a CreativeGround profile.
- Eligible new works may be in early stages of development at the time of application as well as in mid- or later stages of development. If the proposed work has had a previous public performance, artist(s) must demonstrate that this grant will fund additional development.

At least one public presentation of the new work must occur during the grant period. This may include performances, works-in-progress showings, and/or community engagement activities in at least one New England community. During the time of COVID-19 restrictions on in-person public performances, strategies to connect with community members and audiences through digital platforms are included in this requirement.

Note: New Work New England Grants are taxable income to individual recipients and reportable to the IRS.

## Funding:

New Work New England grants will range from \$7,500-\$15,000 and will be awarded through a competitive selection process. Approximately 10-15 grants will be awarded in the first pilot round. Reviewers will base evaluation of the applications on the following criteria:

- Strength of artistic vision and demonstrated experience in artistic practice related to the new work
- Clear articulation of artistic process and strategies to advance the work during the grant period
- New work will contribute to the cultural and aesthetic diversities available to New England audiences and communities through content, relevance, artists and others involved in the development of the proposed new work
- Artist(s) has meaningful plans to engage with New England communities in the development and/or presentation of the work. At least one public presentation of the new work must occur during the grant period. This may include performances, works-in-progress showings, and/or community engagement activities in at least one New England community. During the time of COVID-19 restrictions on in-person public performances, strategies to connect with community members and audiences through digital platforms are included in this requirement.

Priority will be given to artists who have not received funding for new work through NEFA programs including the National Dance Project, National Theater Project, and Creative City, and through The Boston Foundation's Live Arts Boston. NEFA has the goal of funding artists from throughout the New England region. Final grant decisions will take geographic diversity into account, including all New England states, rural and urban communities.



# Public Art Learning Fund:

## Eligibility:

The Public Art Learning Fund focuses on professional development opportunities that build necessary skills, resources, connections and strengthen artists' public art practices and the public art field at large.

Artists may utilize the Public Art Learning Fund to: pursue a specific professional development opportunity to strengthen their own public art practice in New England and beyond. Examples may include but are not limited to attending a conference, workshop, training, or discussion related to building creative or administrative skills related to their public art practice; registration fees and travel expenses are eligible expenses.

### Eligibility Criteria

- Applicant must be an artist who resides full-time and makes work in one of the six New England States (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont)
- Applicant must be an artist whose artistic practice engages the public realm or who can demonstrate that they are in the process of expanding their artistic practice towards public artmaking
- Applicant must have a Creative Ground profile.
- Proposed professional development opportunity must:
  - specifically relate to strengthening the applicant artist's own public art practice
  - take place during the grant period (see Application Process & Deadlines below)

Note: There are no geographic limitations for the professional development opportunity requested (e.g., an artist may apply to the Public Art Learning Fund to attend a conference outside of New England). However please be mindful of pandemic related travel restrictions that may be in place and consider a backup plan if you're learning opportunity requires travel during this time.

Applicants who are NOT eligible to apply are:

- Artists seeking funding to develop or implement a specific public art project.
- Current Public Art Learning Fund grantees. Grantees must complete their funded activity and final grantee report before being eligible to apply for another Public Art Learning Fund grant.

## Funding:

Public Art Learning Fund equips artists with skills, resources, and connections to strengthen public art practices that contribute to more equitable, inclusive, and vibrant public spaces and public life throughout New England.

The Public Art Learning Fund gives priority to timely opportunities that are:

- Specifically expanding an artist's public art practice. NEFA will look for clarity on desired learnings and application to artist's public art practice.
- Equitably contributing to more just and inclusive public artmaking in the region. Artists at various stages in their public artmaking practice from urban, suburban, and rural communities across all six states in New England are welcome to apply.
- NEFA values diverse cultural and artistic expressions as essential to more equitable and vibrant public spaces and recognizes that some artists may experience barriers to accessing professional development opportunities due to race, gender, disability, sexual orientation, class, age, and geography. The Public Art Learning Fund intends to prioritize equity in funding opportunities. This may include but is not limited to prioritizing artists who identify Black Indigenous People of Color (BIPOC) and/or are rooted in rural communities.



POST  
OFFICE  
CAFE  
AND  
CABARET

FULL BAR —  
*Entertainment*  
— NIGHTLY

**Fundraising  
Budget**



# Budget Overview

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In our 13th year Project Fortissimo's main goal is to continuing growing, getting our name out at the Fire Island, NY location, and preparing to launch our summer intensive Program. Expenses are higher to make sure we have the funds to pay our staff of teachers, bring in more industry professionals for masterclasses, and upkeep of our facilities. With a strong fundraising year this is more than achievable



# Budget

Expenses	Unsolicited Donations	Donor Cultivation	Newletters	Emails	Telephone	Membership Drives	Performances	Grant Support	Total
Salaries	\$0	\$0	\$0	\$0	\$200	\$150	\$400	\$0	\$0
Travel	\$0	\$450	\$0	\$0	\$0	\$0	\$0	\$0	\$450
Equipment	\$0	\$0	\$0	\$0	\$0	\$950	\$300	\$0	\$1,250
Supplies	\$0	\$100	\$150	\$0	\$20	\$200	\$1,000	\$0	\$1,470
Printing	\$0	\$250	\$300.00	\$0	\$0	\$350	\$350	\$450	\$1,700.00
Advertising	\$0	\$200	\$250	\$0	\$150	\$150	\$400	\$325	\$1,475
Telephone	\$0	\$100	\$0	\$0	\$100	\$200	\$150	\$0	\$550
Mailers	\$0	\$600	\$500	\$0	\$0	\$700	\$200	\$300	\$2,300
Programming	\$0	\$200	\$400	\$0	\$0	\$200	\$375	\$850	\$2,025
Contingency	\$0	\$0.00	\$0	\$0	\$0	\$0	\$200	\$0	\$200.00
<b>Total</b>	<b>\$0</b>	<b>\$1,900.00</b>	<b>\$1,600.00</b>	<b>\$0</b>	<b>\$470</b>	<b>\$2,900</b>	<b>\$3,375</b>	<b>\$1,925</b>	<b>\$11,420.00</b>



# Self Reflection

This project taught me so much! It taught me just how much goes into Development and Fundraising for a Non-Profit Arts Organization. Even though I don't really want to go into development and fundraising as a career this project showed me that I could certainly do it and it helped me gain respect for the people who have this as a career. As essentially Part 2 of Non-Profit this class taught me what it like to have an organization that has been around for a while not just starting out. This class also taught me that once you have your non-profit of the ground fundraising and developing is the key to keeping your non-profit alive and strengthening it. I also learned to stay true to who you are as an organization and to be real-real and not fake-real. One of the biggest things I learned was to be realistic. At the beginning of this semester I over estimated how much growth could really happen in 13 years so I adjusted and made it more realistic for the project



# Works Cited

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