**AUDIENCE DEVELOPMENT FUNDING APPLICATION**

You are welcome to complete your grant writing in this template, and then copy/paste your answers into the online form. **Applications must be submitted via the online form.**

All questions with an \* are required.

# Organization Information

Organization Name \*:

Organization Mailing Address \*:

Organization Phone Number \*:

Organization Website:

Organization Mandate \*:

Charitable Registration Number \*:

Artistic Discipline \*:

Annual Revenue on last CRA filing \*:

(these two questions are for internal reporting purposes)

**Executive Director**

First Name:

Last Name:

Title:

Email:

Phone Number:

**Board Chair/President**

First Name:

Last Name:

Title:

Email:

Phone Number:

**Primary Contact (if different from the Executive Director)**

Primary Contact Name:

Primary Contact Email:

Primary Contact Phone Number:

Primary Contact Title:

# FUNDING REQUEST:

NOTE: Please ensure you have read the Audience Development Funding Guidelines. We recommend that you review the assessment statements to ensure that your application speaks to each consideration.

Which Audience Development Funding stream are you applying to? (This section is a checkbox)\*

* Understanding Your Audience
* Acquiring Your Audience

How much funding are you requesting? \*:

**PROJECT DESCRIPTION**

At a high level, what activities do you plan to undertake with the Audience Development Funding? For example, “hire a consultant to complete audience segmentation research and analysis”, “execute an experimental marketing partnership with another arts organization”, etc. Maximum 50 words.

**PRESENT SITUATION**

Describe the factors or events that have led your organization to undertake this project. Highlight any past activities, decisions, or conditions that influenced this approach. \*

**PROJECT PLAN:**

Please share your project plan for this work, including timeline and notable budget considerations. Explain how this project differs from previous practices and why it is significant and impactful for your organization. \*:

(*Please upload a full project budget in the Support Material section of this funding application*.)

Project start date:

Project end date:

**LEARNING & OUTCOMES**

Tell us what you hope to learn and the outcomes you hope to achieve. Explain how the proposed work contributes to a clear and impactful organizational goal or learning objective. Specify any documents, plans, or roadmaps that will be developed. Tell us what ‘success’ look like at the end of this project.

UNDERSTANDING YOUR AUDIENCE ONLY: Tell us about your plan to ensure there is a transfer of knowledge from the consultant to your organization that will enable you to refresh your research in an ongoing manner.

Outline your approach for measuring, evaluating, and tracking your learning. How do you plan to assess the success of the project?

**Project Partners**

Are you collaborating or planning to collaborate with any other organization or person, like a consultant or contractor? If you're bringing in external help, please provide a brief work plan and the cost estimate from the consultant or contractor in the Support Materials section. If you are collaborating or partnering with another organization, please include a letter of intent or support in the Support Materials section.\*:

**EDIA**

Describe how you are ensuring that this work considers and embeds equity, diversity, inclusion, and accessibility in its planning, implementation, and community context. \*:

# SUPPORT MATERIAL

Please upload the required files below. **Please note that uploads will not be saved between online sessions, so please upload all files when you are ready to submit.**

The project budget must be submitted in the Budget column of the [Rozsa Foundation Funding Program Budget Template](https://docs.wixstatic.com/ugd/9e6573_7aed26c479c745d08bf4f378aee6e756.xlsx?dn=grantbudget.xlsx). No other format for the project budget will be accepted.

Project Budget:

*Please upload the completed Rozsa Foundation Funding Program Budget Template, listing all revenues and expenses for this project in the column marked "BUDGET". Also indicate whether funding sources are confirmed or pending in the "BUDGET NOTES" column. Files must be in XLSX format and less than 2 MB.*

Financial Statements:

*Please upload a PDF with your most recent year-end financial statements. If there are any unusual discrepancies that aren’t addressed in the statement notes (e.g. a 40% drop in box office revenue) please speak to that in the Additional Comments at the end of the application. Likewise, if there are any significant changes to your organization’s situation since those statements were generated, please address them in Additional Comments at the end of the application. Files must be in PDF format and less than 2 MB.*

*.*

Board List:

*Please upload a file with the names of the Board of Directors with email address and phone number (we will not be contacting them directly about this application.) Files must be and less than 2 MB.*

Additional Support Material:

*Please include any additional support material that is relevant to your application (consultant proposals, letters of agreement, etc). Files must be less than 2MB.*

Additional Support Material:

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Additional Support Material: