



Sample Annotated Grant Application

Please Note: this application is from a prior year, but use the notes as a guide to a good application narrative.

2013-2014 Colorado Creates

Applicant:	[REDACTED]
Applicant ID:	APP-06248
Address:	Rocky Mountain Quilt Museum 651 Corporate Circle #102 Golden, CO 80401 USA
Phone:	[REDACTED]
Email:	[REDACTED]
Amount Requested:	\$7,500
Application Status:	Submitted
Approved/Funded?:	<input checked="" type="checkbox"/>

Application Title:
Operating Support
Description:
General operating support that we would receive from this grant will be used to help pay for our two largest expenses - rent and payroll, including increasing the number of hours for some of our part-time staff. Both of these areas play a critical role in providing our two largest programs - our quilt exhibitions and our collection of quilts.
Review Notes:

Grant Request Information

Question: Organizational mission statement

The mission of the Rocky Mountain Quilt Museum is to collect, preserve, exhibit and educate the public about quilts; honor quilting traditions; and embrace the evolution of the art and craft of quilting.

Question: Please identify if your organization's PRIMARY mission is specific to cultural heritage.

☒ Yes

☐ No

Question: Type of organization: (Select all that apply)

☒ 501(c)3 Organization

☐ Government Agency

☐ College/University

☐ Fiscal Agent

Question: Type of grant requested.

☐ Project Support

☒ General Operating Support

Question: Most recently completed fiscal year ending date (mm/yyyy):

12/2012

Question: For Project Support, describe what the grant will be used for:

Not applicable

Question: Most recently completed fiscal year actual cash operating income

\$302,883

Question: Most recently completed fiscal year actual cash operating expenses

\$247,047

Question: If applying for Project Support, what is the project budget income

Not applicable

Question: What are the project dates (October 1, 2013 or after). From: (mm/dd/yyyy) To: (mm/dd/yyyy)

Not applicable

A listing of NEA codes is included in the Grant Handbook.

NEA Classifications



Question: Number of children & youth directly benefiting. (Including students, participants & audience members)

379

Question: Number of artists participating (include living artists whose work is represented)

161

Question: Number of individuals to benefit. (Include number of individuals directly involved in the activity as artists, non-artist participants or audience members from start to end date, include above numbers)

10,643

Question: Type of Activity. For example: Enter code "06" for Exhibition

11

Question: Discipline Project. For example: Enter code "01A" for Dance-Ballet

07B

Question: Arts Education. For example: Enter code "01B" for 50% or more of project activities are arts education directed to: Higher Education.

99

Question: Project Descriptors. (Select all that apply)

- ☐ Presenting/Touring
- ☐ International Activity
- ☐ Youth at Risk
- ☐ Technology
- ☐ Accessibility

Artistic Excellence and Merit

Applicant should immediately define any acronyms used throughout application.

Question: ORGANIZATION BACKGROUND. Discuss the founding and development of the organization. Explain the original issue and/or opportunity the organization was founded to address and how that may have changed over time.

Level of detail and specific data speaks to merit, value, and context of organization.

The Rocky Mountain Quilt Museum ("RMQM") was the dream of long-time Golden resident, Eugenia Mitchell, a woman of humble means who had a generous spirit and a passion for quilts. After incorporating as a museum in 1982, RMQM opened its doors to the public in 1990 with Eugenia's gift of 101 quilts from her private collection. The collection now numbers over 500 quilts valued at over \$700,000 and includes both traditional quilts as well as contemporary studio art quilts. (Studio art quilts can use a variety of techniques - from hand-dyeing to discharging to painting of fabrics to adding beads, crystals and other found objects to enhance the surface of the design.) Exhibits also feature both types of quilts, traditional and contemporary studio art quilts; they change quarterly and showcase traveling quilt exhibitions, quilts from RMQM's collection as well as from private collectors. Educational classes are offered to both adults and children. Our Sandra Dallas Library, open to the public, provides nearly 4,000 quilt research and resource materials; it can be accessed from RMQM's website. Since the museum opened in 1990, the U.S. quilting industry has grown tremendously. In the latest quilting research study conducted in 2010, the U.S. quilting industry was valued at \$3.58 billion, with over 21 million quilters. Quilters know about RMQM through four primary sources: 1. articles published in Quilter's Newsletter magazine (circulation 90,000) about the museum's exhibits (Work Samples 1 and 2) 2. New York Times best-selling author Sandra Dallas' book, "The Quilt That Walked to Golden" 3. the seven fabric lines (which can be purchased at quilt stores around the world) that Marcus Brothers, Windham Fabrics and Blue Hill Fabrics (quilt fabric manufacturers) reproduced from quilts in RMQM's collection 4. the RMQM website (Work Sample 3). As a result, RMQM is a destination museum which attracted 2,945 visitors (36%) from outside of Colorado in 2012, with California & Texas and England, Australia & Canada leading in the "from other states" and "from outside the U.S." categories, respectively. RMQM is one of eight quilt museums in the country, and the only public museum in the Rocky Mountain region dedicated solely to collecting, exhibiting, preserving and celebrating quilts. The museum is open daily (major holidays excluded).

TIP: Referencing support materials throughout the application ties the narrative to the attachments and facilitates evaluation.

Question: GOALS. Describe the organization's current goals.

The goals of RMQM are to: 1. EXHIBIT the highest quality of traditional and contemporary studio art quilts to stimulate appreciation, interpretation and understanding of these art forms; 2. BUILD AND PRESERVE a permanent collection that includes examples of quilts from historic bed covers to contemporary fiber art works; 3. EDUCATE the public about women's (often hidden) history, the importance of quilting as an art form, and how to preserve family heirlooms; 4. PROVIDE RESOURCES FOR RESEARCH in understanding the relevance of quilts and their makers in the history and culture of our country.

Goals are focused, measurable, clearly described and connect to the mission.

Question: CURRENT PROGRAMS. Provide a brief description of the organization's current programs. Include population and numbers served, as well as expected results. If this request is for a specific project, describe that project in Question 21.

Programs are clearly described and connect to the goals. Question is answered completely with population, numbers served and expected results.

In order to meet the above stated goals, our programs include: 1. EXHIBITIONS: Exhibits change quarterly and represent the diversity of quilts; docent-led interactive and interpretive tours of each exhibit are given to over 8,100 guests annually. RMQM hosts two unique exhibitions biennially - (a) Quilts Made by Men and (b) Evolutions, an exhibition of contemporary fiber art works. QUILTS MADE BY MEN: In the most recent such exhibit (1st quarter 2012), a total of 75 entries were received (the most ever); from that pool, 42 quilted works by 38 men were selected for the exhibition, including one from Australia and another from Germany. MANifestations, the 12th Biennial Exhibition of Quilts Made by Men will run from January 30 - April 26, 2014. EVOLUTIONS: In 2010, RMQM held the first Evolutions art quilt challenge and exhibition. With limited local advertising, 37 entries were received (mostly from local people), of which 21 were juried into the exhibition. In 2011, RMQM received a grant that paid for advertising in three prominent national quilting magazines of the call for entries for Evolutions 2012. The quantity and quality of the art works submitted to Evolutions 2012 was much better than that submitted in 2010. We received 81 entries from across the U.S., 19 of which were juried into the exhibition by Robert Shaw, including works by award winning artists Nancy Erickson and Erika Carter. In lieu of cash prizes, RMQM offers a 3-month solo exhibition to the first place winner. 2. COLLECTIONS: RMQM's quilt collection has grown to include over 500 quilts primarily through gifts to the museum and some outright purchases. In 2012, 10 quilts were added to the collection, all through donation (Work Sample 4). Four of the quilts donated to RMQM in 2012 were made by Anne Olsen of Laramie, Wyoming, who over time, is donating her entire collection of quilts to RMQM. Since 1990, Anne has been taking old blocks and tops (dated from roughly 1860 - 1930), and finishing them in the way that she imagines the original woman who started them would have done using traditional hand stitching methods. She may purchase vintage fabric, other blocks that have the same fabric or reproduction fabric - whatever it takes to have enough blocks and fabric to finish the top in a manner representing the time period when it was started. Anne has coined these quilts "time span" quilts. To date, RMQM has received 41 quilts from Anne (Work Sample 5). 3. EDUCATION: ADULT education programs are offered through the Sunday at the Museum lecture series; 223 people attended the 8 lectures given in 2012. Since January 2013, five lectures have been held with attendance totaling 154. The lectures cover a wide variety of topics, and recently included "Quilts and Soddies", "Buttonology 101" and "Appliques: The Cloth of Resistance". Three lectures are scheduled for the Fall 2013. YOUTH education takes a variety of forms including monthly classes, one-on-one instruction and two week-long summer camps. The "Make and Take" program builds on the previous class; as a result, we are now starting to have repeat students from month-to-month (Work Sample 6). In the "I Can Quilt!" summer camps, students are taught basic safety in the use of sewing machines, rotary cutters and irons. Machine sewing skills, such as sewing straight and curved seams are taught, as well as basic quilting techniques of seam allowances and learning block construction - all culminating in the kids sewing a quilt top, "sandwiching it" and quilting it. This program reinforces math skills, hand-eye coordination and social skills and provides the kids a historical perspective on quilting. The quilts the children make at camp are on display at the Golden Public Library during September (Work Sample 7). In 2012, 27 kids attended 7 "Make and Take" classes; 11 attended I Can Quilt! camp, and 8 Brownies worked on obtaining their sewing badge at a special class held for them. TRUNK SHOWS are a low cost way to "take the museum" to groups of people. Some of the types of groups we present to include historical societies, library patrons and trade associations. In 2012, not only did we experience a 20% increase over 2011 in the number of people we presented to (442 vs. 368), but we also offered two newly developed trunk shows, "Victorian Crazy Quilts" and "Quilts of the 1930s: The Depression Era." Our goal is to develop one new trunk show a year. LIBRARY: The general public can access the Sandra Dallas Library which hosts research and resource books and videos about the art and history of quilts and quilting. Searches of our library catalog can now be made through the RMQM website.

Support materials show evidence of high accomplishment & skill and are appropriate to discipline.

Question: PROJECT REQUESTS ONLY. (a) Provide a summary of the project. Include the issue and/or opportunity addressed, goals, objectives, activities, and timeline. (b) Explain why the organization is approaching the issue and/or opportunity in this way.

Not applicable

Question: ARTISTIC EXCELLENCE OR MERIT. Describe how your organization commits to high artistic standards. Include information on how professional artists are involved in planning and programming decisions and if artists are compensated. Include any special awards.

RMQM strives for artistic excellence in its programming and has involved professional award winning fiber artists (e.g., Barbara Beasley and Judith Trager) in various capacities from being guest curators to serving on the Board of Directors, the Exhibits Council and the Collection Committee. These artists are not compensated for their time. A

Referencing awards supports quality in artistic merit.

number of the artists whose work is exhibited in our gallery have a national/international reputation, as do the jurors for the Evolutions exhibit. Those with national/international recognition include fiber artists Nancy Erickson and Erica Carter; male quilters Ricky Tims, David Taylor, Scott Murkin and Don Beld; and jurors Katie Pasquini Masopust and Robert Shaw. The jurors are paid for their services.

Question is answered completely and paid juries support evidence of quality in selections.

TIP: Include any awards or formal recognition in this category and references to staff and artist qualifications or back up with support materials including key staff/artist bios.

Community Involvement

Question: COLLABORATION. (a) Describe the organization's most significant interactions with other organizations and efforts. For project requests, address this question with respect to that project only.

RMQM continues its affiliations with the Golden Cultural Alliance, the Downtown (Golden) Merchants Association, and the Golden Chamber of Commerce. RMQM participates in Golden community events such as First Fridays, Golden Farmers' Market, Nite at the Museum and the Candlelight Walk. RMQM intentionally holds its four exhibit opening receptions on the first Fridays of February, May, August and November when other galleries and shops in Golden stay open late. As a result, the public has an opportunity to visit the museum for free and meet some of the artists whose work is exhibited. Membership in the Colorado Nonprofit Association, the Colorado-Wyoming Association of Museums ("CWAM") and the Association of Northern Front Range Museums provides networking and continuing education opportunities. On April 25, 2013, RMQM was one of three Golden museums which hosted the "progressive reception" for the opening of CWAM's 2013 annual meeting.

Question: COLLABORATION. (b) If the organization is describe involvement or collaboration in the creative dist

Evidence of strong, meaningful and mutually beneficial collaborations. Intentional timing of exhibit openings demonstrates awareness of community. Professional memberships and participation show dedication to best practices.

Not applicable

Question: INCLUSIVENESS. Describe how the organization strives to be inclusive in its programs, staff, board and volunteers, and describe the progress to date.

Clear and specific examples speak to inclusiveness within each of the areas identified in the question.

RMQM actively works toward diversity of the Board and staff, and overall inclusiveness in all aspects of the museum's operations. Currently, there is a Native American woman serving as President of the Board of Directors. Two men with over 30 years of business experience each serve on our Finance Committee. Inclusiveness remains an integral part and focus of RMQM's 10-year strategic plan. RMQM also strives to incorporate the needs and viewpoints of diverse communities into all of our exhibits and programs by considering inclusiveness in the following ways: 1. WOMEN VS. MEN: Men have a growing presence in the "quilt world". Since its inception, RMQM has held biennial exhibits of Quilts Made by Men. 2. SENIOR CITIZENS: Seniors, which we define as those age 65 and older, comprise a significant component of our visitors. In 2012, seniors accounted for 33% of all visitors to our gallery. Through special mailings, we reach out to the activity directors at senior retirement homes so that they may suggest that their residents visit the museum. 3. QUILTS FROM DIFFERENT CULTURES: Past exhibitions featuring quilts of African American, Guatemalan, Hawaiian, Hopi Native American, Japanese and Korean quilters were designed to highlight similarities and differences of cultural and ethnic influences on artistic expression. In the 4th quarter of 2014, the exhibit "Japanese Quilts: The Art of Sachiko Yoshida" is planned. 4. TRADITIONAL VS. STUDIO ART QUILTS: Our exhibits as well as our permanent collection include both types of

TIP: Include accessibility details related to location and ability and efforts to serve and involve those with special

Question: VOLUNTEERS. (a) Describe the organization's board of directors (or board of trustees or board of directors or organization).

Include specific numbers and hours for volunteers AND include brief details on how volunteers are involved.

Volunteers have been the lifeblood of RMQM since its opening. In 2012, 63 volunteers donated over 4,300 hours of service, valued at \$172,978. These volunteers served as greeters, docents (interpretive tour guides), taught children's education classes, developed and presented trunk shows and helped with office tasks. Five volunteers with expertise in quilt history and material culture assist the Collection Manager, while the Exhibits Manager is assisted by seven volunteers with knowledge of the quilting industry, including traveling quilt exhibitions and private quilt collectors. In addition, six retired professionals volunteer their services in the areas of library services, finance, grant writing and telecommunications/information technology.

Implementation Capacity

TIP: Use support material to provide evaluation results or detailed plans.

Complete evaluation plans include quantitative and qualitative measures and a variety of tools.

Question: EVALUATION. (a) Describe the organization's overall approach to evaluation. (b) Describe how the organization measures impact. If this is a project request, describe how impact is measured for the project that is the subject of this proposal.

RMQM evaluation process of both quantitative and qualitative data includes: 1. AN EXIT SURVEY in which visitors are asked to rate the exhibits, let us know if they learned something new and indicate the likelihood of visiting the museum again 2. EVALUATION FORMS completed by adult and children attending educational offerings as to their opinion of the quality of the lecture/class content, the facilities and the instructor 3. REVIEW BY BOARD OF DIRECTORS as to the achievement of the goals laid out in its 2006 10-year Strategic Plan for each of the nine areas of focus (Exhibits, Collections, Library, Membership, Marketing & Outreach, Facilities, Education, Staff & Volunteers and Resource Development) (Work Sample 8) 4. USING SURVEY MONKEY, an electronic surveying tool, obtain input from the over 3,700 email contacts. The first such survey was sent in the Spring 2012 and was a "general membership satisfaction" survey. 5. ANNUAL PERFORMANCE REVIEWS for all staff, including recommendations for improvement and goals for next year.

Question: EVALUATION. (c) For GOS: Summarize key evaluation results that demonstrate the organization's impact. (d) For Projects: Summarize key evaluation results that demonstrate the impact. Indicate the time frame for the results or findings.

Results are clear and based on sound evaluation measures. Recent and specific key results demonstrate sound implementation capacity.

Key evaluation results demonstrating RMQM's impact include: 1. FINANCIAL RESULTS: RMQM has recorded a profit during each of the past three years of at least \$25,000 (using the accrual method of accounting which includes depreciation expense). Key to our success was reducing facilities costs and paying off credit card debt and other loans. 2. ATTENDANCE: Attendance at RMQM's gallery plus our other programming events experienced a 7.2% growth in 2012 over 2011 (10,643 vs. 9,923) 3. EDUCATION: We are consistently getting 25-30 adults at our Sunday at the Museum lecture series. A change in (volunteer) leadership of our youth education classes, in addition to having the monthly "Make and Take" classes build on each other, has resulted in increased attendance.

Question: BOARD/GOVERNANCE. (a) Describe the role of the board of directors in advancing the mission of the organization. Include the key issues related to board effectiveness that are being addressed this year, the organization's policy regarding board terms.

Clear, succinct and complete answer includes board roles, key issues and term limits.

The Board of Directors advances the museum's mission by networking within their individual spheres of influence, inviting guests to various museum events, developing fundraising plans, attending exhibit opening receptions, serving as an ambassador for the museum and championing one of the areas of focus in the Strategic Plan. The Board meets quarterly, reviews financial reports, receives updates from the Executive Director regarding daily operations and each Board member provides updates on the Strategic Plan area she champions. Board terms are 3 years with the option of serving two consecutive terms (Work Sample 9).

TIP: Consider including a board list document with affiliations to demonstrate diversity, size and community representation.

Question: BOARD/GOVERNANCE. (b) What percentage of the board contributes financially to the organization?

Board candidates are informed that all board members must contribute with a financial gift in an amount that is meaningful to them on an annual basis. 100% of the board members gave in 2012.

Sustainable organizations have a board giving policy and strive for 100% board giving.

Question: PLANNING. Describe the challenges and opportunities facing the organization in the next three to five years. Additionally, describe how the organization engages in planning and describe the focus of any current planning efforts.

Challenges and opportunities: 1. EXPANDING THE CHILDREN'S EDUCATION PROGRAM: In addition to growing the attendance at the classes currently offered, RMQM wants and needs to develop classes that can be taken to the schools. Finding a volunteer to head up this project has proven challenging. 2. FINDING PERMANENT SPACE: In 2006, RMQM received a \$100,000 restricted gift for the purpose of buying real estate or remodeling/constructing a building to house the museum and its business office. RMQM has 20 years to use these funds; if not used within that timeframe, then in accordance with the donor's restriction, the funds will be given to another nonprofit that she

specified. The Board President has recently contacted key constituents to form a focus group to get this project off the ground. PLANNING: RMQM's overarching plan is its 10-year Strategic Plan which was adopted in 2006 and updated in 2009 and 2012, with goals established through 2015 and some through 2020. Annually, the Treasurer and the Executive Director take the lead, together with input from senior staff, to develop the operating budget for the following year. This plan is reviewed in detail by the Finance Committee before it is presented to the Board for adoption. If the budget is not being met, budget updates are prepared and reviewed by the Finance Committee and the Board so that action can be taken to offset any shortfalls.

Question: FINANCIALS. If your organizational financials show large increases or decreases in line items, please explain. If you ended your most recent fiscal year with a deficit, describe the organization's plan to eliminate the deficit and reach fiscal stability.

Variance explanations included in Notes section of the 3-year financial summary.

Financials and Work Samples

Attachment #1 should be a one-page inventory list of all included attachments.

Question: Attachment #1 - Upload one-page inventory list of all work samples.

[Inventory List of All Work Samples.docx](#) (Tue Jun 18 17:44:25 GMT 2013)

Attachment #2 should be the required Excel financial sheet.

Question: Attachment #2 - Upload Completed Excel Financial Summary Form. NOTE: Access the form from the guidelines or copy and paste link HYPERLINK. You will download the required form and save to your desktop.

[colorado_creates_fy14_financial_forms_final.xls](#) (Tue Jun 18 17:44:25 GMT 2013)

New this year! Attachment #3 should be a signed W-9.

Question: Attachment #3 -

[\[REDACTED\]](#) (Tue Jun 18 17:45:39 GMT 2013)

New this year! Attachment #4 should be a Certificate of Good Standing.

Question: Attachment #4 - Work Sample

[2012 Quilts Made By Men Exhibit.pdf](#) (Tue Jun 18 17:48:08 GMT 2013)

Question: Attachment #5 - Work Sample

[Star Quilts Exhibit.pdf](#) (Tue Jun 18 17:49:55 GMT 2013)

Remaining attachments should correspond to attachment #1, the one-page inventory list, and should be named using the following naming convention as a template: organization name_descriptive title, e.g. ABC-Dance_weblinks.

Question: Attachment #6 - Work Sample

[Web Link to RMQM website.doc](#) (Tue Jun 18 17:49:55 GMT 2013)

Question: Attachment #7 - Work Sample

[DSCN4407.jpg](#) (Tue Jun 18 22:06:45 GMT 2013)

Question: Attachment #8 - Work Sample

[DSCN4428.jpg](#) (Tue Jun 18 22:08:08 GMT 2013)

Question: Attachment #9 - Work Sample

[Eli.jpg](#) (Tue Jun 18 18:02:33 GMT 2013)

Question: Attachment #10 - Work Sample

[I Can Quilt Camp.JPG](#) (Tue Jun 18 18:03:20 GMT 2013)

Question: Attachment #11 - Work Sample

[Strategic Plan_Exhibits 09-27-12.pdf](#) (Tue Jun 18 18:03:53 GMT 2013)

Question: Attachment #12 - Work Sample

[BOD Roster_2013.pdf](#) (Tue Jun 18 18:04:43 GMT 2013)

Question: Attachment #13 - Work Sample

[Exhibits 2013-2015.pdf](#) (Tue Jun 18 18:05:25 GMT 2013)