



## CFMC Grant Application

# COMPLETE THIS APPLICATION FOR FUNDING REQUESTS FOR THE Community Foundation of Middlesex County Competitive Cycle.

**Instructions:** Complete the application on the website. You may "Save and Continue Later" - the site will email you a link which is active for 30 days. Review instructions document for full details before completing. Complete all questions.

**Section V requires certain documents to be uploaded to the form - see the Application Instructions Document for a list of the required items. All items must be uploaded as PDF Files. The CFMC Budget Summary form is available on the website in Word. This document must be submitted as PDF file as well.**

### I. Application Information

**Legal Name of Organization**

Florence Griswold Museum, Inc.

**Division or Department Name (if applicable)**

**Other Tax Exempt Entity?**

**Are you a 501(c)3 Organization**

Yes

**EIN #**

06-6062157

If your organization is not a 501(c) 3 tax exempt entity or division/department of a 170(c)1 government agency or religious organization, please contact Thayer Talbott, 860.347.0025, for further information before completing the application.

**Total Cost associated with request \$**

14700

**Dollar Amount Requested \$**

5000

**Summary Statement**

The Florence Griswold Museum in Old Lyme seeks funding to support the presentation of Wee Faerie Village 2024, an outdoor installation of artist-made faerie houses throughout the Museum grounds during the month of October. Funding will help underwrite the rising costs of presenting this beloved event for local families, including a full calendar of art-making activities, special events, and family-friendly performers, as well as the printing of the official WFV keepsake map.

## II. Funding Request Information

### 1. Proposal / Purpose

The Florence Griswold Museum looks forward to welcoming families and children from across the region to our 16<sup>th</sup> annual Wee Faerie Village (on view September 28 – November 3, 2024). This much-anticipated outdoor installation of artist-made faerie houses invites children and adults to explore our historic 12-acre riverfront site, immersing them in the beauty of nature and the inspiration of art. The Wee Faerie Village experience has become a treasured tradition for many families in Middlesex and New London Counties and a popular destination for travelers to Southeastern Connecticut. In 2023, we were pleased to welcome 11,169 visitors during the month of October. And since the exhibition's inception in 2009, more than 175,000 visitors have experienced Wee Faerie Village, the majority of whom have been from Middlesex and New London Counties. Wee Faerie Village meets the expressed need among area families for inspiring, engaging activities outdoors that they can enjoy together-- even across multiple generations. We anticipate approximately 12,000 visitors to enjoy Wee Faerie Village 2024.

Each year Wee Faerie Village features a new, creative theme for the more than two dozen faerie-scaled installations scattered throughout the Museum's historic landscape that once served as the painting grounds of the famed Lyme Art Colony. The theme for 2024's Wee Faerie Village is "YESTERVILLE: A Wee Old-Timey Town," inspired by living history museums such as Mystic Seaport and Colonial Williamsburg. Guided by a beautiful and informative keepsake map, **our educational goal is for visitors of all ages to explore historical elements of America's bygone ways of life, such as covered bridges, taverns, and blacksmith shops, while also learning more about our Museum grounds as the birthplace of American Impressionism.**

**It is also our goal to involve participation of artists from all over the state to create faerie houses, as well as to encourage visitors from a diverse cross-section of Connecticut and beyond to enjoy this unique museum experience.** Over the years, we have invited a number of artists and schools from Middlesex County to participate and create their own part of the village. In 2023, we enlisted nine artists who reside in Middlesex County to serve as faerie house artists. We will again seek to work with a notable selection of Middlesex County artists in 2024. Additionally, student artists from Middlesex County have been prominently featured in WFV over the years. Last year, a class of advanced ceramics students from Haddam-Killingworth High School served as contributing artists, creating an entire ceramic "undersea" neighborhood. The entire student body of Deep River Elementary (nearly 200 students in grades K-6) also participated as contributing artists last year, with each student creating a faerie home within a ceramic coral reef. We expect both schools will continue their tradition of participation in this year's event, which provides their students an inspiring opportunity to create art that will be enjoyed by thousands of visitors. We also typically welcome at least a dozen schools and Scout troops from Middlesex County to Wee Faerie Village on field trips.

Through Wee Faerie Village, **it is our goal to create a memorable museum experience that immerses children across our region in art, history, and nature, which we hope will also translate into a lifelong love for museums and the arts.** While details for this fall's WFV are now being formalized, **CFMC funding will help us underwrite many of the value-added-- but increasingly costly -- offerings that will enrich the experience of every visitor to WFV.** These will include:

- design and printing of 12,000 beautifully illustrated WFV keepsake maps to guide every visitor through the grounds;
- presenter fees for special themed family events on Saturdays throughout the month, (i.e. Pirates Day), featuring special presenters such as magicians, costumed performers, and balloon artists;
- supplies for five Fun Day Sundays of themed art-making experiences in the Museum's Hartman Education Center;
- and a special community celebration for Indigenous Peoples' Day. While the Museum is usually closed on Mondays, we will open to the public on this day for children and their families to enjoy "living statue" performers, faerie-house building, and other whimsical activities designed to fuel young imaginations and bring families together through enriching shared experiences.

We will be pleased to recognize CFMC prominently on the keepsake map, as well as signage and social media posts for these special events.

Wee Faerie Village provides an excellent opportunity for families who may not be familiar with the Museum to see for themselves all the resources we have to offer -- including a modern art gallery, the historic Griswold House, and the interpretive Artists' Trail through our 12-acre campus. As just one example of many of this event's effectiveness as a welcoming museum experience across generations, one woman wrote this to us after WFV 2023: "I have been coming to the Florence Griswold Museum since

my grandchildren were small, about 15 years now – especially for the Wee Fairy (sic) event. I would like to thank the magician who was so great with magic tricks and made my autistic grandchild's day by including her in the trick! Thank you so much for giving me memorable moments with my grandchildren!" WFV provides a warm, welcoming experience in which area families across multiple generations can become better acquainted with the Museum together, enjoy our programming year after year, and potentially grow more involved here (and at other museums) in the future as a result of this kind of accessible museum experience.

## **2. Sustainability and Assessing Impact**

The Museum has an established track record of seeking to better understand visitor behavior and choices through evaluation, which has significantly impacted our growth as a destination. Throughout Wee Faerie Village, staff will analyze visitation, visitor satisfaction, and programming effectiveness by monitoring the following: attendance statistics, press coverage of the exhibition, gallery comment book responses, program participant surveys, evaluations by teachers and group leaders, staff and docent discussions, and interaction with the Museum's website, blog, and social media. The results of all these evaluative measures will form a critical resource for the Museum's Exhibition Team, which meets regularly to discuss the ongoing evaluation of exhibitions and programs. The Director then reports fully to the Board of Trustees about the results of the assessment.

As always, our strategy for bringing Wee Faerie Village 2024 to life is to actively seek a mixture of contributions from individuals, businesses, and foundations. For those willing to partner with us, we will provide prominent credit on all Wee Faerie Village printed materials, as well as our website and social media. To reach our attendance goals, our marketing strategies will focus on CT residents and day or weekend visitors from across New England and will include print ads, distribution of rack cards and flyers, press releases, and the creative use of social media.

## **III. Grant Program / Project Information**

### **Organization Area of Impact (choose ONE)**

Community Enrichment (Arts/Culture/History)

### **Grant Type (choose ONE)**

Program Development/Implementation

### **Target Demographics (Select all that apply):**

- Adults
- Young Adults (ages 18-25)
- Youth (ages 13-17)
- Children (ages 6-12)
- Birth to 5 years old
- Families
- Parents / Guardians
- Retirees
- Students

### **Geographic Area(s) Served By This Application:**

### **Total Number of People in Middlesex County Personally Impacted**

3000

## IV. Organization Information

### Board of Directors / Trustees Information

**Percent (%) of Directors/Trustees who contribute annually to Operations**

100%

**Total Number of Directors/Trustees:**

39

**Average number attending in person:**

28

**Total Number of Board meetings held last year:**

4

**Year of Return:**

2022

**Date most recent IRS Form 990 was filed:**

November 6, 2023

**Organization's Total Operating Budget**

3402925

**Organization's Fiscal Year**

Jan 1 - Dec 31

### Division Operating Budget Information

### National Organization Chapter Information

**Did you RECEIVE a competitive process grant in the:**

- 2022-2023 process (fall 2022 or spring 2023)

**Brief Background Statement of the Organization:**

The Museum's mission is to foster the understanding of American art, with emphasis on the art, history, and landscape of CT. This goal is achieved by presenting exhibitions, educational programs, and publications that contribute to a greater appreciation of the nation's artistic accomplishments and the region's distinctive cultural history. The FloGris portrays an extraordinary era in our nation's history when in 1899 a group of the country's foremost artists gathered at Florence Griswold's boardinghouse and forged a flourishing artist colony that became America's best-known center of Impressionist painting. Today the FloGris is a renowned center for American art encompassing modern galleries and historic buildings on 12 riverfront acres.

## V. Additional Information To Be Included with the Application

**Please Note: Additional information requested below MUST be uploaded in PDF files. Other document formats will not be accepted by the application form. Attempts to upload other file formats could result in a loss of all application data entered.**

### A. Current Organization Operations Budget (Required)

- 2024-FGM-Operating-Budget\_OnePage.PDF

### B. Board of Directors and Officers List (Required)

- Board-Bios\_-\_UpdatedJan2024.pdf

### C. IRS Tax Exempt Determination Letter

- IRS-Letter-2014\_UseThis.pdf

### D. For Program/Project Requests only - CFMC Budget Summary Form:

- FloGris\_2024\_CFMC-Summary-Budget.pdf

### E. Organizations serving a region greater than Middlesex County - county-based budget summary:

### F. America Rescue Plan Act (ARPA)

Yes

#### ARPA Funding detail

Designate Will Apply or Have Been Approved/Received	Amount Requested / Approved
Received October 19, 2022 via Grant from the Town of Old Lyme	\$10,000

**Additional financial documentation, including the organization's most recent audit, annual report, and IRS Form 990 may also be required. Only provide this information if requested.**

For programs or projects which are collaborations among two or more organizations or where an organization provides in-school or after-school programming for schools, the Community Foundation requires a list of organizations or schools partnering with your organization as well as Letters of Support.

For the purposes of this application, collaborations are defined as partnerships where two or more agencies are committed through staffing, funding, and resource allocation to the goals and objectives of the program described. Because the nature of the collaboration requires two or more entities to work together, for the purposes of funding, only one organization may complete the application, and in doing so, accepts responsibility for all evaluative and fiduciary reporting.

For all collaborations, the Community Foundation requires letters of support from the non-applicant organization(s) and/or from the school(s) and school district(s) at which the applicant organization is the program.

**Is this application in collaboration with a School(s) or School District(s)?**

No

**Is this application a collaboration of two or more nonprofit organizations (NOT schools)?**

No

**If this is an On-Going Collaboration, how long has the collaboration existed?**

**If Yes, is this a New or On-Going Collaboration?**

**List of Collaborators**

**Letters of Support (if a collaboration with schools or other nonprofits))**

## VI. Organization Contact Information

### Are you a new nonprofit applicant to the Community Foundation?

No

#### Title

Executive Director

#### Executive Officer's Name

Joshua Campbell Torrance

#### Executive Officer Email

[joshua@flogris.org](mailto:joshua@flogris.org)

#### Phone

(860) 434-5542

#### Title

#### Contact Person

Matt Strekel

#### Application Contact Email

[matt.strekel@flogris.org](mailto:matt.strekel@flogris.org)

#### Phone

(860) 434-5542

#### Mailing Address

96 Lyme Street  
Old Lyme, Connecticut 06371  
United States

#### Street Address

Connecticut  
United States

#### Website

[www.florencegriswoldmuseum.org](http://www.florencegriswoldmuseum.org)

#### Social Media Channels

Facebook: @FlorenceGriswoldMuseum Instagram: @FlorenceGriswoldMuseum Threads: @FlorenceGriswoldMuseum X: @GriswoldMuseum YouTube: @GriswoldMuseum

## VII. Non-Funding Needs

We are grateful for the wonderful partnership we have enjoyed with CFMC and look forward to continuing to work closely together in the years ahead. The Museum is often in need of volunteers for special projects or initiatives, and we would enjoy collaborating with the Community Foundation of Middlesex County to take advantage of these opportunities.

## **VIII. Marketing and Public Relations**

Organizations receiving grants from the Community Foundation of Middlesex County must promote their funding awards according to the marketing and public relations guidelines established by the Community Foundation. By signing the application below, the CEO/Executive Director understands the Community Foundation's marketing and public relations requirements if awarded a grant. The Community Foundation will host a seminar on marketing guidelines and tips for grantees annually. The Community Foundation's Grantee Communications Kit may be downloaded on our website in the Nonprofit Resources section, [middlesexcountycf.org/nonprofits/resources/forms-pr-guidelines/](http://middlesexcountycf.org/nonprofits/resources/forms-pr-guidelines/).



## **IX. Tax Exempt Standing and Use of Grant Funding Certification**

By signing this application, the CEO/Executive Director/Board President is certifying that your organization is a qualified 501c3 organization or other charitable organization recognized and currently in good standing with the IRS, or 170(c)(1) governmental agencies. Should a grant be approved by the Community Foundation of Middlesex County, these funds may only be used for the purpose outlined in your original application; you must notify us if you are unable to do so. If grant funding is provided, you may only use these funds for charitable purpose as described in Section 170(c)2 of the IRS code, and funds may not be used for any political or lobbying activity. In addition, no tangible benefits, goods or services may be received by our donors or by staff members of the Community Foundation of Middlesex County in exchange for grant funding.

### **Signature Certification**

I certify that my printed name as stated and assigned below constitutes my signature and may be accepted as such.

**Title**

Director of Development

**Printed Name**

Matthew L. Strekel

**Date**

03/07/2024