

# I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

*One page only. This page will be shared electronically with Grant Committee Members & Fund Advisors.*

**Date 9/15/16**

## **Contact Information**

Organization Name: Ballet 180

Address: 1708 Lancaster Ave., FL 2, Paoli, PA 19355

Phone: 484-639-9571

Website: www.ballet180.org

Year Incorporated: 2014

Director Name: Kelly Murray Farrell

Director E-mail: kelly@ballet180.org

Board of Directors Chair: Monica Gagliardi

Primary Contact Name: Kelly Murray Farrell

Primary Contact E-mail: kelly@ballet180.org

Has your nonprofit ever applied to the Community Foundation? Yes  No  Not Sure

Has your nonprofit ever received funding from the Community Foundation? Yes  No  Not Sure

Donor Advised Fund(s)  Fund for Chester County  Don't know/Not sure

## **Field/s of Interest:**

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

## **Organization Information:**

**Geographic Area Served** (If not all of Chester County, specify primary Chester County regions served):

Ballet 180 predominantly serves the communities of Chester County, Montgomery County, and Delaware County.

**Describe Population Served and Annual Number of People Served:** Audience members and school and educational program participants include a broad population of Asians, Indian, African-American, and Hispanics, of all ages and income levels. Through dance performances and outreach activities, Ballet 180 was able to collectively reach approximately 2,500 people last year, plus additional media reach.

**Mission:** With a commitment to community and personal well-being, Ballet 180 inspires a 180-degree positive transformation of the mind, body, and soul. We dance to enrich your life through high-quality artistry and service to society. Our motto is love kindness, do justice, and dance humbly.

**Proposal Summary:** Ballet 180 would like to make dance accessible, educational, and engaging by providing personalized, intimate, and creative ways to connect with our organization.

## **If Capacity Building Proposal, the focus is:**

Mission, Vision & Strategy  Governance & Leadership  Strategic Relationships

Fundraising & Development Other: \_\_\_\_\_

**Annual Budget** \$46,640

77% \_\_\_\_\_ % of budget for program expenses

13% \_\_\_\_\_ % of budget for administrative expenses

1% \_\_\_\_\_ % of budget for fundraising expenses

100 % total

3  # of Full-Time Equivalent Paid Staff

5  # of Board Volunteers

13  # of Active Non-Board Volunteers

800  # of Volunteer Hours

**Top 3-5 funding sources:** Corporate sponsors, individual donations, and programming/ticket sales.

**Grant Amount Requested from the Community Foundation:** \$5,000.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

*Provide clear, concise information. 3 pages maximum.*

### 1. Organization's history, goals, key achievements and distinctiveness

With a commitment to community and personal well-being, Ballet 180 inspires a 180-degree positive transformation of the mind, body, and soul. We dance to enrich your life through high-quality artistry and service to society. Our motto is love kindness, do justice, and dance humbly.

Ballet 180 (Formerly 180 Dance Company) was founded in 2009 by Artistic Director Kelly Murray Farrell. The company made its debut in September of 2009 with a successful performance at the Chester County Art Association. Since then, the company's presence has been sought out and requested for performances at festivals, school assemblies, black-tie galas, church services, wedding ceremonies, and other public events. The company performs original work through staged productions and has performed with regional and international artists through participation in the Philadelphia Dance Collective, the FringeArts Festival, Philly's Got Talent, and the Philadelphia International Festival of the Arts (PIFA). A sampling of past performance venues includes Jeanne Ruddy Performance Garage, The Painted Bride Art Center, Chester County Historical Society, Bucks County Community College, J.R. Fugett Middle School in West Chester, Moore College of Art & Design, Agnes Irwin School in Bryn Mawr. In July of 2013 Ballet 180 was established as an independent nonprofit organization and the company formed its home in Paoli, PA.

Ballet 180 presents classic works alongside newer contemporary works, which enables the company to appeal to and entertain a wide range of audience members. Last year, Ballet 180 secured its performance season at the beautiful Rotwitt Theater of McShain Performing Arts Center at Rosemont College. The company is excited to continue holding its Main Stage performances at Rotwitt Theater in the upcoming 2016/2017 Season, as this location provides a central location for audience members both in the city and in the suburbs.

Ballet 180's community outreach initiative, Move 360, is an initiative that serves in local schools, after school programs, and early childhood education settings. Students are led through movement workshops introducing them to ballet vocabulary, movement explorations, choreography and much more depending on the student's age and stage of development. Through these workshops, students have the opportunity to develop enhanced coordination, increase strength and flexibility, expand creativity, develop problem solving skills, and teamwork skills.

Ballet 180 employs a variety of techniques to expand its reach, however the company's goals are to 1) ensure fiscal responsibility, sustainability and the future; 2) to effectively communicate the artistic vision and value of Ballet 180; 3) to increase awareness, interest and enthusiasm for Ballet 180 within the Greater Philadelphia area.

### 2. Funding request

#### • Description of key initiatives

Ballet 180 produces three Main Stage performance each season as well as pop-up performances throughout the region. Additionally, the company produces community

outreach programs and service activities that relate to our Main Stage performances through use of relatable themes, music, and stories.

- **Specific needs and issues to be addressed**

We realize the need for greater exposure to professional dance within the suburbs of Philadelphia. Ballet 180 would like to make dance accessible, educational, and engaging by providing personalized, intimate, and creative ways to connect. To do this, we would like to reach potential audience members through a) education; b) high quality performances; and c) opportunities to be a part of our organization through backstage roles.

In the past year we launched our Move 360 *InCommunity* programming which has brought dance to over 1,000 community members through lecture demonstrations and creative movement classes and we have established Ballet 180's Volunteer Committee which connects individuals to the art of dance through behind the scenes roles and opportunities. In the upcoming season we plan to challenge our dancers and engage new audience members by performing in unexpected venues such as public parks, museums, and cafes.

- **Organizational impact if initiative is undertaken**

- **How will this grant enhance your organization's capacity?**

Funding from this grant will provide the necessary funds to enable our small but passionate staff to devote more time and resources to the programs that we have set in motion, therefore enabling Ballet 180 to reach more people and engage with audiences more effectively.

- **How will this increase in organizational capacity be measured?**

The effects of our operational capacity growth will be measured through the amount of program activities produced in a season, the generated revenue from ticket sales and programming, and the amount of attendees involved in each activity.

- **Activities to implement the initiative. Please include a description of the expected activities; timeline and costs to implement the initiative. If external consulting services are required, include the anticipated costs and expertise of the consultants to be hired.**

We plan to bring dance to the community and engage with audience members through education, performances, and volunteer positions. These initiatives are already in motion and we will be developing them throughout our performance season, which runs from September through May.

- **Move 360** - Move 360 is our tool to get people moving! Our outreach program encourages people to use dance as a relationship-building means of self-expression, self-discovery, and a tool for physical and emotional well-being. Annual events, workshops, and performances provide resources for connecting with new friends and exploring the power of dance as it relates to the individual and the community. We estimate our outreach programming costs to be \$500 for supplies.
- **Volunteer Committee** – Ballet 180's committee provides organizational support to propel the company's growth and further the mission of making a positive impact on society through dance, i.e. Love, Kindness, Do Justice, Dance Humbly. The volunteer committee's efforts help elevate the professional quality of Ballet 180 performances, enhance audience experience, and ensure

greater recognition for our unique and inspiring dance company. Since our committee is comprised of volunteers, our costs are able to be kept to a minimum, but we expect \$100 in merchandise costs.

- **Performances** – Ballet 180 is the only professional contemporary ballet company of the Philadelphia Main Line. We bring high quality art to suburbs and produce performances that are entertaining for all ages. For our 2016/2017 Season we have increased the amount of shows for our Main Stage productions and we plan to reach new audience members by implementing pop-up performances in unexpected venues. We anticipate \$500 in performance expenses.
- **Why it is important to fund this now.**
  - Ballet 180 is going into its 4<sup>th</sup> season and is pleased to be building a following and a positive reputation within the community. Our company is growing in popularity both with audience members and with professional artists seeking to work with Ballet 180. For our organization to expand to the next phase of growth and development we need operational support to fund the planning and management of our programs and to support the artistic growth of our dancers. Our goal is to serve as a leading arts organization within the region, and to do so it is important that we are able to provide well-rounded, innovative program offerings to the community. There is a tremendous amount of positive energy around Ballet 180 and we are ready to seize this momentum to catapult the company's development to the next level.

## 2. How impact and results will be demonstrated

- Ballet 180 measures growth by tracking attendance at performances and events and by capturing demographic information and audience feedback through surveys. The results of our efforts will give participants an insider's glimpse into the life of a professional ballet dancer and the work involved in creating a full production, therefore fostering a sense of appreciation for the art form of dance and encouraging self expression.

## III. ATTACHMENTS

### *E-mail or mail this support information*

1. Copy of 501 (c) (3) federal tax-exempt letter
2. List of Board of Directors, with their affiliations
3. Most recent annual report and financial statement, audited if available
4. Itemized organizational operating budget with actual results for prior fiscal year and current fiscal year to date
5. If capacity building initiative, itemized budget (including external consultant's proposal, if applicable)
6. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why.

*If Philanthropy Network of Greater Philadelphia's Common Grant Application is used, the Community Foundation's Summary Sheet MUST accompany application. Available at [www.chescocf.org](http://www.chescocf.org)*

E-mail completed proposals to [grants@chescocf.org](mailto:grants@chescocf.org)

Please contact Kevin Baffa or Beth Harper Briglia at (610) 696-8211 or [grants@chescofc.org](mailto:grants@chescofc.org) if you have any questions. Thank you.

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COMMUNITY FOUNDATION  
*Connecting people who care with causes that matter,  
so their legacies make a difference.*

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**CAPACITY BUILDING GRANT PROPOSALS**

**“Capacity building is whatever is needed to bring a nonprofit to the next level of operational, programmatic, financial, or organizational maturity, in order to more effectively and efficiently fulfill its mission.”** *National Council of Nonprofits*

**Capacity building initiatives may include (but are not limited to) projects which address:**

- **MISSION, VISION & STRATEGY:** Organizational Assessment; Strategic & Business Planning
- **GOVERNANCE & LEADERSHIP:** Board Development; Executive Transition/Succession Planning; Leadership Development; Staff Training & Professional Development
- **STRATEGIC RELATIONSHIPS:** Coalition Building; Collaboration; Mergers & Acquisitions; Strategic Restructuring
- **DEVELOPMENT:** Donor Identification, Cultivation, Development & Stewardship; Development Campaigns (Annual, Capital, Planned Giving, Major Gifts); Earned Income Development; Social Enterprise Feasibility & Development; Marketing, Branding & Communications
- **OPERATIONS:** Disaster Recovery Planning; Financial Management; Human Resources; Volunteer Management; Industry Certification; Risk Management; Technology Improvements

**Capacity Building Grants have been used to fund the following initiatives:**

- **Strategic Analysis, Plan development and implementation**
- **Technology enhancements, including donor tracking and development software**
- **Website Design & Development**
- **Marketing Materials**
- **Development of Financial management and control systems**

**Please Note:** @99% of the grants issued by the Community Foundation are through the generosity of the Fund Advisors who created donor advised funds. @\$2+ million is granted annually to nonprofits in Chester County and beyond.

The Community Foundation has a small pool of unrestricted funding to support capacity building initiatives. A separate grant proposal (using the same application format) must be submitted to be considered for a capacity building grant.

To inform donors of grant proposals that have been received by the Foundation, the grant proposal cover sheet and narrative are posted on the Community Foundation’s website with a link to the nonprofit’s website. Quarterly, our donors are mailed a written list of all grant applications received, and directed to the grant proposal webpage so they can review active grant proposals. Community Foundation staff also discuss active grant proposals during donor meetings, when donors are interested in the causes served by the nonprofit.

E-mail completed proposals to [grants@chescof.org](mailto:grants@chescof.org)

Please contact Kevin Baffa or Beth Harper Briglia at (610) 696-8211 or [grants@chescof.org](mailto:grants@chescof.org)  
if you have any questions. Thank you.