

MetLife/TCG A-ha! Program: Think It, Do It

Administered by Theatre Communications Group, Funded by MetLife Foundation

POSTMARK DEADLINE: MAY 3, 2010, Midnight E.S.T.

- Applicants must fill out an online registration form at www.tcg.org/grants/aha/aha_registration.cfm
- Emailed, faxed, late or incomplete applications will not be accepted for review
- Please use a font no smaller than 11 point Times New Roman
- The page margins must be 1" on all sides. Please use plain white 8.5" x 11" paper
- Additional materials other than those listed on the Application Checklist (page 6 of the guidelines) will not be considered by the selection panel
- Please paperclip pages and do not staple
- If you have any questions, contact Mohammad Shatara, Artistic Programs Associate, at 212-609-5900, ext. 269 or mshatara@tcg.org

The *MetLife/TCG A-ha! Program: Think It, Do It* supports creative thinking and action in two ways:

Think It grants give theatre professionals the time and space for research and development.

Do It grants support the implementation of new ideas.

Applicants in the **Think It** category will propose a project that focuses on generating ideas that will help strengthen their artistic and/or administrative practices.

Applicants in the **Do It** category will propose a new project for their theatre, which has the potential for long term, field wide impact.



Check the **GRANT** support you are seeking:

- Think It.** Grants up to \$25,000 **Do It.** Grants up to \$50,000

Theatre Name

Website

Theatre Address

City

State

Zip Code

Project Leader's Name

Project Leader's Title

Project Leader's Telephone

Project Leader's Email

Application Contact Name

Application Contact Title

Application Contact's Telephone

Application Contact's Email

Year of Theatre's First Producing Season

Annual Operating Budget

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Theatre Name

Project Leader

Think It

THE PROPOSAL

Theatres who have registered online must submit a proposal in the form of a narrative letter.

The project leader should present a clearly focused, detailed narrative outlining their theatre's plans and should fully address the questions listed below. The proposal should be 3-5, double-spaced, single-sided pages.

The page margins must be 1" on all sides. First, type the question in bold and then the answer directly below the corresponding question in regular font style.

- 1. What question(s)/challenge(s) will be addressed and how were they identified?**
- 2. Describe the form/format you will use to address the challenge(s)/question(s).**
- 3. Why have you chosen to research and/or develop your ideas in this form/format?**
- 4. Who will be involved and why?**
- 5. What is the time frame for the project?**
- 6. How will you know if your activities have effectively met your challenge? How will progress be tracked?**
- 7. How might this impact your theatre?**

THE BUDGET

Theatres applying for a **Think It** grant may request up to **\$25,000**.

- Present the entire project budget and clearly mark or separate line items to be covered with funds from this program;
- Include a budget narrative (maximum one page) describing line items and explaining how costs were calculated;
- Only direct expenses for the proposed project are allowable;
- Overhead and direct administrative expenses are allowable, but may not exceed 10% of the total request;
- Staff compensation is allowable, but only to cover time spent on the proposed project, and beyond what is currently covered by their salary;
- If the total project expenses exceed the A-ha! request, indicate how you plan to fund the balance and whether or not additional funds have been committed or secured.

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Theatre Name

Project Leader

Do It

THE PROPOSAL

Theatres who have registered online may submit a proposal in the form of a narrative letter.

The project leader should present a clearly focused, detailed narrative outlining their theatre's plans and should fully address the questions listed below. The proposal should be 3-5, double-spaced, single-sided pages.

The page margins must be 1" on all sides. First, type the question in bold and then the answer directly below the corresponding question in regular font style.

- 1.** What question(s)/challenges(s) will be addressed and how were they identified?
- 2.** Describe the form/format you will use to address the challenge(s)/question(s).
- 3.** How was the strategy developed?
- 4.** How does this differ from any other strategy or project the organization has implemented?
- 5.** Why is this the right time to implement this particular strategy?
If the idea was not recently developed, why hasn't it been tested yet?
- 6.** Who will lead this project and why?
- 7.** What is the time frame for the project?
- 8.** What is your desired outcome?
- 9.** How will progress be tracked? How will you know if the idea has traction and is promising?
- 10.** How do you envision this project impacting the larger field?

THE BUDGET

Theatres applying for a **Do It** grant may request up to **\$50,000**.

- Present the entire project budget and clearly mark or separate line items to be covered with funds from this program;
- Include a budget narrative (maximum one page) describing line items and explaining how costs were calculated;
- Only direct expenses for the proposed project are allowable;
- Overhead and direct administrative expenses are allowable, but may not exceed 10% of the total request;
- Staff compensation is allowable as a direct expense, but only to cover time spent on the proposed project, and beyond what is currently covered by their salary;
- If the total project expenses exceed the A-ha! request, indicate how you plan to fund the balance and whether or not additional funds have been committed or secured.

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FINANCIAL INFORMATION FORM

Theatre Name _____

Name and Title of person completing this form _____

Please include all NARTR¹ (Net Assets Released from Temporary Restrictions) income in the source line item only. Do not include in-kind contributions.

OPERATING BUDGET

	Actual Year Prior	Actual Last Year	Projected Current Year
	FY _____	FY _____	FY _____
Unrestricted Income			
1. Unrestricted Earned Income			
Box Office	\$ _____	\$ _____	\$ _____
Other Earned Income	\$ _____	\$ _____	\$ _____
Subtotal Unrestricted Earned Income	\$ _____	\$ _____	\$ _____
2. Unrestricted Contributed Income (including NARTR¹, excluding in-kind donations)			
Federal Government	\$ _____	\$ _____	\$ _____
State Government	\$ _____	\$ _____	\$ _____
Local Government	\$ _____	\$ _____	\$ _____
Individuals	\$ _____	\$ _____	\$ _____
Corporations	\$ _____	\$ _____	\$ _____
Foundations	\$ _____	\$ _____	\$ _____
Other contributions	\$ _____	\$ _____	\$ _____
(fundraising, United Artist Fund, sheltering org.,etc)	\$ _____	\$ _____	\$ _____
Subtotal Unrestricted Contributed Income	\$ _____	\$ _____	\$ _____
Total Unrestricted Income (sum of 1 and 2)	\$ _____	\$ _____	\$ _____
Expenses			
3. Payroll expenses			
Artistic salaries and fees	\$ _____	\$ _____	\$ _____
Production salaries and fees	\$ _____	\$ _____	\$ _____
Administrative salaries	\$ _____	\$ _____	\$ _____
Fringe benefits	\$ _____	\$ _____	\$ _____
Subtotal Payroll expenses	\$ _____	\$ _____	\$ _____
4. Non-Payroll expenses			
Artistic Expenses (travel, per diem)	\$ _____	\$ _____	\$ _____
Royalties and commissions	\$ _____	\$ _____	\$ _____
Production expenses	\$ _____	\$ _____	\$ _____
Development	\$ _____	\$ _____	\$ _____
Marketing	\$ _____	\$ _____	\$ _____
Public Relations	\$ _____	\$ _____	\$ _____
Occupancy	\$ _____	\$ _____	\$ _____
Administrative/Other	\$ _____	\$ _____	\$ _____
Subtotal Non-Payroll expenses	\$ _____	\$ _____	\$ _____
Total Expenses (sum of 3 and 4)	\$ _____	\$ _____	\$ _____

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FINANCIAL INFORMATION FORM

Theatre Name _____

Name and Title of person completing this form _____

Please include all NARTR¹ (Net Assets Released from Temporary Restrictions) income in the source line item only. Do not include in-kind contributions.

OPERATING BUDGET

	Actual Year Prior	Actual Last Year	Projected Current Year
	FY _____	FY _____	FY _____
Change in Unrestricted Net Assets (total income minus total expenses)	\$ _____	\$ _____	\$ _____
Unrestricted Net Assets at the Beginning of the Year	\$ _____	\$ _____	\$ _____
Unrestricted Net Assets at the End of the Year	\$ _____	\$ _____	\$ _____

If your theatre has negative unrestricted net assets at the end of the year (accumulated deficit) exceeding 20% of your annual operating budget, please explain your plans to retire it in the space below. It would also be helpful to the selection panel to know the nature of this debt, including to whom your organization is obligated.

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2010 APPLICATION CHECKLIST

REGISTRATION AND POSTMARK DEADLINE: MAY 3, 2010, Midnight E.S.T.

1. REGISTER ONLINE by May 3, 2010, Midnight E.S.T. ! www.tcg.org/grants/aha/aha_registration.cfm

Please be sure to include all of the following materials on plain white 8.5" x 11" paper, in the order listed below. Application must be clearly typed using a font no smaller than 11 point Times New Roman. All pages must be single-sided. With the exception of the application form, each page should include a header in the upper right hand corner stating your organization's name.

- 2. Page 1 of the application form
- 3. Narrative addressing *either* the Think It or Do It grant questions (3-5 double spaced, single sided pages)
- 4. Financial information and budget narrative (1 page narrative, double spaced, single sided page)
- 5. A statement conveying the theatre's mission and organizational history, not to exceed two pages
- 6. A staff list, including all artistic, administrative and production staff of the theatre (name and title) and indicating whether full- or part-time employees and length of time on staff, not exceed one page
- 7. The theatre's current season, listing play titles, playwrights, director(s) and designers and venues for each performances
- 8. Page 6 of the application form, including the three signatures: Project Leader, Artistic Director and Managing Director

Be sure to include one photocopy of all the materials listed above, in the order listed. Please do not staple and use only one clip.

- 9. One audited financial statement from the most recently completed fiscal year. 990s will be accepted from theatres with budgets under \$500,000, although audits are strongly recommended. If available, an electronic version of this material is acceptable.
 - Check this box if you applied for a New Generations Program grant as of December 15, 2009, and have already submitted an audited financial statement (or 990) for the most recently completed fiscal year. You do not need to resubmit financial information.
- 10. One copy of proof of theatre's U.S. not-for-profit status.
 - Check this box if you applied for a New Generations Program grant as of December 15, 2009, and have already submitted proof of theatre's U.S. not-for-profit status. You do not need to resubmit this information.

REGISTRATION INSTRUCTIONS

In order to be eligible for either a Think It or Do It grant, the project leader must complete an online registration form on May 3, 2010, Midnight E.S.T. This form is located at http://www.tcg.org/grants/aha/aha_registration.cfm.

MAILING INSTRUCTIONS

Application materials must be postmarked by the May 3, 2010 deadline. Applications that are emailed, faxed, late or incomplete will not be considered. Please send to: **Mohammad Shatara, Artistic Programs Associate, MetLife/TCG A-ha! Program, TCG, 520 Eighth Avenue, 24th Floor, New York, NY 10018-4156**

I have read the guidelines and provided all of the requested materials from the application checklist in the correct format and I have completed the online registration. By signing this application I attest that to the best of my knowledge, information stated in this application is true and correct. The document has been authorized by the artistic and managing leadership of the applicant theatre. All parties will comply with the guidelines of this program if funding is approved.

Project Leader's Signature

Project Leader's Name

Artistic Director's Signature

Artistic Director's Name

Managing Director's Signature

Managing Director's Name