

**THE SKANEATELES**  
*Holiday Arts Experience*



**THE BEST KIND OF GIFT THAT CAN'T BE WRAPPED**

**Emily Schmukal**  
Professor Suggs  
Development & Fundraising  
Spring 2021  
Final Project

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# PHASE 1

*Nonprofit Information*

**THE SKANEATELES**  
*Holiday Arts Experience*



**NPO Name:** The Skaneateles Holiday Arts Experience

**Location:** Skaneateles, NY

**Art Genre:** Immersive Performing Arts Exhibit, Visual Arts, Dancing, Singing, Design

**Contact Information:** I have basic contact info, but will work on adding more platforms as needed, and as the NPO grows.

- Emily Schmukal; Founder and Director
- (972) 639-7353
- skaneateleshae@gmail.com
- Instagram, @skaneateleshae

**Mission Statement:**

The Skaneateles Holiday Arts Experience guarantees a unique adventure of festivities and performing arts all wrapped up in one—an unexpected gift for all ages—and will enrich the community’s appreciation of tradition and memories made in the holiday seasons.

## **Vision Statement:**

The Skaneateles Holiday Arts Experience sees a bright future in the world of holiday related entertainment in the few coming years. As we have become more established within our community, we have seen the impact the magic of our organization has on friends, families, and individuals. We will continue providing these experiences and expanding upon them to create unique and engaging visits to be enjoyed by audiences of all ages and interests. The organization will continue to produce our main event holiday exhibits, as well as annual community programs and performances to give more opportunities for involvement, creating an audience base and support system.

## **Distinguishable Evolved Programming:**

The general format and style of our main programming events has remained the same—holiday themed performance exhibits and interactions—but we have certainly added additional main programs for other holidays, as well as smaller events in the community and partnership events with other organizations throughout the years. These events include the Skaneateles Christmas and Fall Festivals, and our new fundraising events—Holiday Magic Week and Annual Gala.

## **Evident Rich History:**

Now that the organization has been open for 10 years, we have a significant amount of information to contribute to our history as an NPO. I am developing this updated version of the history as it relates to the work our NPO has done throughout the years.

## **Evidence of Progress in Artistic Performance:**

As the organization has grown in many aspects, we have been able to bring in more artists to perform at exhibits, more qualified choreographers, and artistic directors. In addition, the NPO has been able to grow our audition programs and increase the variety of our offerings. Details about these updates are being developed.

## **Specific Organization-Based Elements:**

We have been able to establish a more permanent relationship with our venue partner and create a well-known presence and positive reputation within the community through our own programming and various appearances at other events. More information about the NPO's updates are being developed.

## **Enhancement Elements:**

o Public appeal/Discernable high level of community engagement- The organization has gathered feedback and praise from community members, revealing their desire for our programming and its continued growth in the community. Attendance numbers have steadily increased with each season and the addition of new events.

o Creative fundraising methods reflecting emergent growth in patronage and coop partnerships-Additional fundraising specific programs have been incorporated to our regular season.

o Promotional and /or creative marketing- We have been able to allocate more funding to advertising and marketing efforts, such as paid advertisements online and more permanent signage for the organization.

# PHASE 2



## *Case Statement*

**THE SKANEATELES**  
*Holiday Arts Experience*



**THE BEST KIND OF GIFT THAT CAN'T BE WRAPPED**



# OUR ORGANIZATION

YOUR SUPPORT IS OUR SUCCESS!

## The Skaneateles Holiday Arts Experience

**Address:** 4357 Jordan Rd, Skaneateles, NY 13152

**Phone:** (972) 639-7353

**Email:** [holiday@skaneateleshae.org](mailto:holiday@skaneateleshae.org)

**Website:** <https://skaneateleshae.org>



The Skaneateles Holiday Arts Experience



@skaneateleshae

### Primary Contacts:

Isabella Schmukal, Secretary, [isabella@skaneateleshae.org](mailto:isabella@skaneateleshae.org)

Emily Schmukal, Head Development Coordinator, [emily@skaneateleshae.org](mailto:emily@skaneateleshae.org)

### Mission Statement

The Skaneateles Holiday Arts Experience guarantees a unique adventure of festivities and performing arts all wrapped up in one—an unexpected gift for all ages—and will enrich the community’s appreciation of tradition and memories made in the holiday seasons.

# *The Skaneateles Holiday Arts Experience*

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Mrs. Emerald Lady  
1234 Diamond Street  
Skaneateles, NY 13152

March 12th, 2033

Dear Mrs. Emerald Lady.

We are so pleased to hear that you are interested in being part of our donor membership program. Every contribution made by our donors impacts the organization in a meaningful way, and in turn leads the success of our programs and the experiences that we can provide to the Skaneateles community.

As we previously discussed at our recent Open House, the Skaneateles Holiday Arts Experience is looking to remodel some of our Christmas exhibit set pieces as we are moving into the winter season. This can only occur through the support of donor contributions, as revenue from ticket sales are put toward general operational expenses.

Any contribution you are willing to make would be greatly appreciated by our organization and the community members who get to experience our organization. Thank you for your time and consideration. I look forward to hearing back from you soon.

*Sincerely,*

*Emily Schmukal*

Head Development Coordinator  
The Skaneateles Holiday Arts  
Experience

# WHO WE ARE

## History

The Skaneateles Holiday Arts Experience was founded in 2020 upon a shared passion for performing arts and spreading holiday spirit. For the past 12 years, our organization, in conjunction with our community, has worked to produce many holiday programs and immersive performance exhibits intended to provide high level entertainment and long-lasting memories for families and individuals in Skaneateles.

Our organization began offering a few holiday related programs each season, in addition to our annual community event appearances.

Because of our hardworking board, staff, and volunteers, alongside the gracious contributions from our donors, we have been able to grow into an established organization within our community, offering multiple in-house holiday performance exhibits and fundraising events each season. We have formed relationships with businesses and individuals in our community who have all led to the success and growth of the Skaneateles Holiday Arts Experience. In the past year, we produced three performance exhibits, attracting over 600 patrons combined, and look forward to continuing on this path of growth in the upcoming season.



# WHO WE ARE

## Board of Directors Highlights



**Emily Schmukal**  
Head Development Coordinator, 12 years

**Isabella Schmukal**  
Vice President/Secretary, 7 years



**Adam White**  
Artistic Director, 5 years

## Volunteers

Our organization's operations and programming would not be possible without the support of our volunteers. Community members have the opportunity to be involved with the organization on all levels and in many aspects each season. Because of the complexity of our offerings, we are always looking for volunteers with unique skill sets and experiences, in and out of the performing arts industry. All that we ask of our volunteers is to share in our passion for using performing arts and holiday cheer to entertain the Skaneateles community.

# PROGRAMS

## Annual Immersive Performance Exhibits

Christmas, New Year's, Valentine's Day



Held in our partner facility,  
the Sinclair at Skaneateles



The perfect place for families and individuals to have a unique holiday experience that can become a memorable tradition. Each year, these exhibits are praised by our attendees for the innovation and whimsy that these events hold. Community members can purchase season passes or individual tickets to attend these events. The exhibits offer performances, interactive activities, photo opportunities, and a gift shop.

# PROGRAMS

## Community Events

- The Skaneateles Fall Festival
- Skaneateles Dickens' Christmas Festival



## Fundraising

- Holiday Magic Week
- Annual Gala & Performance
- Donor Events/Open Houses

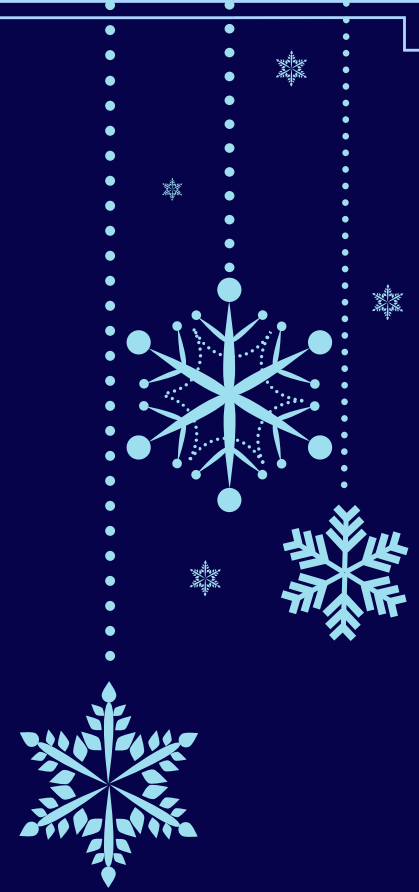


The Skaneateles Holiday Arts Experience is always looking to grow and develop our fundraising efforts, as our programming would not be possible without it. The support from our donors' gracious contributions allows us to continue producing our annual events, while also making them 14 better and more suited for our community's wishes each season.

# PROGRAMS

## Reviews & Testimonials

“My family and I have a season pass to visit every performance exhibit; it’s the highlight of our holiday season!” –  
**Karlee Vriezema, Patron**



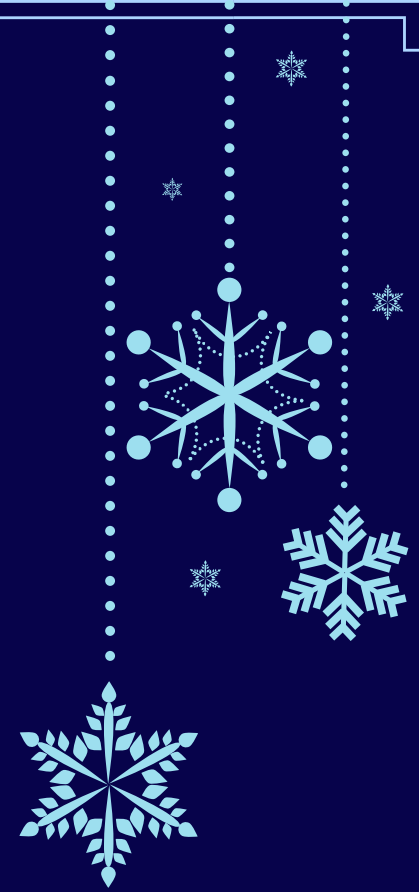
“It has been a joy to be involved with this organization, their passion for arts and entertaining the community is visible in every event.”  
–**Isabella Schmukal, Board Member, Donor**

“I have been a singer here for the past 7 years. I have learned so much about what it truly means to be a performer through seeing the reactions and joy I can bring to members of the community.”  
–**Tucker Ames, Performer, Volunteer**

# SUPPORT

## Donor Membership Levels

Donor contributions will be used to grown and tailor our performance exhibits through updating costumes, sets, props, décor, as well as hiring residence artists to improve or performance offerings. Donors who are part of our membership program are requested to make donations biannually of the amounts listed. While the numbers listed above are specifically for donor memberships, contributions of any value are welcomed at our organization; no donation is too small to make a difference in our efforts.



<b>Ruby Member</b>	\$500-\$1,000+	<ul style="list-style-type: none"><li>• 4 Season Passes</li><li>• \$100 gift shop credit</li><li>• <u>Photopass</u></li><li>• 2 Annual Gala &amp; Performance Tickets</li></ul>
<b>Emerald Member</b>	\$250-\$499	<ul style="list-style-type: none"><li>• 2 Season Passes</li><li>• \$50 gift shop credit</li><li>• 2 Annual Gala &amp; Performance Tickets</li></ul>
<b>Sapphire Member</b>	\$100-\$249	<ul style="list-style-type: none"><li>• 1 Season Pass</li><li>• 50% off Annual Gala &amp; Performance Tickets</li></ul>



# SUPPORT

## Statement of Needs

As our organization continues to innovate and create new ways to engage our community and maintain donor, members, and volunteers, this requires funding. We have now established our series of annual performance exhibits, but our next steps will be to increase the level of performance quality and offerings within these events. Contributions from donors will be used primarily for researching and hiring a new Resident Artistic Director and Choreographer to elevate this aspect of our events. Donations will also be used for maintenance and improvements to our costumes, set pieces, props, décor, and other elements needed to produce our exhibits. We are looking to receive \$8,500 in donor membership contributions moving forward into the next season, but any contributions are greatly valued and appreciated. Thank you for your consideration and willingness to hear the needs of our organization to further serve our community better.



# PHASE 3

*Donor Cultivation  
& Fundraising Methods*

# THE SKANEATELES

## *Holiday Arts Experience*



### **Research Methods:**

The organization will use prospect ratings forms to guide the process of donor research and findings. Members of the board will be tasked with evaluating the results from these forms to determine the level of probability that these individuals would like to become involved financially as a donor, on any level. This will help us to plan how and when we choose to talk to these individuals and ask them to consider becoming a donor to our organization. Further analysis will also allow us to have an estimate as to what donor level the people may choose. Board Members will be asked to create lists of prospects from work contacts, friends, colleagues, etc. After compiling a full list of these prospects, board members, staff, and some volunteers will be asked to fill out the form to aid in our research in development financially.

Determining which prospects will be the best will be based on the likelihood of the person saying “yes”, the estimate of their donor level, and their potential staying power. All of this information will be gathered and stated on the evaluation forms filled out. Organization members filling out the form will be guided to give thorough and accurate answers based on their prior knowledge and information provided about the individuals to create an efficient research process.

## Sample Prospect Rating Form:

Donor/Prospect Name	Previous Donor/Member?	Maximum Capacity	Interest Level	Relationship	Willing to Pursue?
Ms. Isabella Schmukal	YES	3	A	1	YES
Comments:	Previous secretary, cousin of the founder and director, a mid-level donor with high staying power, long-time member, previous work in performing arts, would be able to consult on a personal level in casual settings.				
Comments:					
Comments:					

### KEY:

#### Maximum Capacity:

\*numbers listed for a bi-annual donation basis format\*

- 1- \$50,000 or more
- 2- \$20,000 or more
- 3- \$10,000 or more
- 4- \$5,000 or more
- 5- \$1,000 or more
- 6- Less than \$1,000

#### Interest Level in Our Organization:

- A- High level, very close relationship
- B- Moderate level
- C- Low level
- D- No interest

#### Relationship:

- 1- Relative, very close friend or colleague, able to consult on a personal level
- 2- Acquaintance, easily persuadable with more careful thought
- 3- Met a few times
- 4- Never met
- 5- Strained relationship, most likely should not pursue

## Prospect Form Evaluation:

Based on the sample information given in the evaluation form the codes given above, our Board Members would determine this as a very good prospect worth pursuing as soon as possible with great effort. The member who filled this out provided a great amount of detail that was concise but provided the information we need to determine if and how to pursue the prospect as a potential donor. After all prospect forms are reviewed, the list will be compiled and narrowed down for further investigation and planning for reaching out and contacting the individuals. If a prospect received low ratings on the form, we may postpone contacting, or choose not to, as we will be prioritizing and dedicating our time to prospects with the highest rating and probability of becoming a donor. Once the list is further narrowed, we will create a plan and schedule for pursuing the prospects; methods and timeline will be based on their individual ratings.

### Viable Contribution Matrix/Donor Levels:

<b>Level</b>	<b>Biannual Donation Amount</b>	<b>Benefits</b>
<b>Ruby Member</b>	\$500-\$1,000+	<ul style="list-style-type: none"><li>• 4 Season Passes</li><li>• \$100 gift shop credit</li><li>• Photopass</li><li>• 2 Annual Gala &amp; Performance Tickets</li></ul>
<b>Emerald Member</b>	\$250-\$499	<ul style="list-style-type: none"><li>• 2 Season Passes</li><li>• \$50 gift shop credit</li><li>• 2 Annual Gala &amp; Performance Tickets</li></ul>
<b>Sapphire Member</b>	\$100-\$249	<ul style="list-style-type: none"><li>• 1 Season Pass</li><li>• 50% off Annual Gala &amp; Performance Tickets</li></ul>

All donors and contributing members will receive name recognition and billing at our events and annual gala, as well as a plaque on the Donor Wall at our facility. Each contributing member will receive a letter of thanks and recognition following each donation period and the Annual Gala and Performance. Donors part of our membership program are requested to make donations biannually of the amounts listed above.

**Prospect Research Activities Timetable for 2033:**

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Prospect Research												
Prospect List Created												
Prospect Rating Forms Distributed												
Prospect Rating Forms Evaluated												
Prospect List Narrowed												
Schedule/Strategies for Pursuing Prospects												
Donor Cultivation												
Year-Review, Preparations for Next Year												

## **Donor Cultivation System:**

The Skaneateles Holiday Arts Experience has a Donor Cultivation System that guides an efficient and smooth process for developing our organization's donor base and strengthen relationships with current donors. Each contributing member should feel valued within our organization and appreciated for all of their time and contributions that have all led to our success and growth. Board Member, Staff, and Volunteers of the Skaneateles Holiday Arts Experience will all engage in some level of donor cultivation through various techniques determined necessary to reach our prospects and current donors. Some of the techniques used are listed below:

**Newsletters-** sent out monthly to all donors, giving updates on activities and upcoming events, primarily for cultivating lower level donors

**Personal Emails/Letters-** will be used for sending personal updates and thank you notes throughout the season to individual donors, used for all levels but letters primarily for higher level donors

**Phone Calls-** used for more personal conversations and inquiries for high-level donors, discussing memberships, inquiring about future donations, personal thank you's for large contributions

**Donor Events-** events held throughout the season to strengthen relationships with all donors, cultivate relationships with prospects

**Annual Gala & Performance-** our end-of-year event to celebrate success in events and activities in the previous season, for all donors but primarily used to advertise to potential donors and recognize the contributions of high-level donors that helped lead to this success

**Donor Recognition-** happens for all donors throughout the season, but high points are at the gala through name recognition and billing at all events, plaques on the wall at our facility

**Season Passes and Donor Benefits-** these vary between donor levels, season passes are available to the public to purchase but donors will receive a certain number based on level, as well as other organization related benefits to give them the greatest experience at our events and activities throughout the season

# 2033 Fundraising Methods/Strategies and Tactics

## **Individual Donations**

- Encompasses high-level and low-level donations
- Low; through emails, newsletters, phone calls
- High; through letters, meetings, donor events
- Building long-lasting relationships with all individuals and prospects, even if they choose not to donate this year, thinking about long-term
- Making all donors feel like valued and appreciated members of the organization at all times, sending thank you's, giving recognition
- Requesting specific amounts, let them negotiate

## **Corporate/Business Donations**

- We will research and reach out to specific business we believe will want to partner, feel connected to our mission and in turn donate, fiscally or through other means
- They will be thanked and recognized at events, advertising, program billing, representatives personally invited to all events

## **Holiday Magic Week**

- This is a week of fundraising specifically for our organization's winter programming
- Intended to be push days to raise extra funds going into the peak of our season
- The week will include phone calls and emails reaching out to individuals and business requesting donations for this specific purpose, as well as various fundraising activities and appearances within the community
- Will not only fundraise, but advertise for the upcoming events, raise awareness for our organization

## **Annual Gala & Performance**

- Annual celebration and performance to recognize success, events, and activities of the previous year
- Honor our donors and members
- Ticket sales as a fundraiser
- Raffles and prizes to raise money
- Donation boxes open throughout the event for attendees to donate during performances and presentations



### **Grant Requests**

- The grant request process will begin at the end of the 2032 season in preparation for the 2033 season
- Board Members will research and compile a concise list of places to submit grant request applications

### **Internal Funding**

- Board Members, Staff, and Volunteers will be encouraged to donate at some capacity biannually along with other donors
- All Board Members are part of the donor membership program already, as states in the by-laws

### **Open Houses/Donor Events**

- Donor events will be held primarily for the purpose of strengthening current donor relationships and forming new ones with prospects, but will also be a place for fundraising
- Donation boxes will be out and recognized at the beginning and end of events, but will make sure to thank attendees just for being there to learn more about our organization

### **Skaneateles Christmas & Fall Festival Community Appearances**

- The organization will perform and table at these events, with donation boxes available for community members to contribute
- Donor opportunities will be advertised and available to sign up, contact information provided

### **Recognition**

- Donors will be thanked and recognized in different formats previously stated throughout the season
- All donors will receive follow-up communication after events, donation periods, and at the end of each season to hear about their experiences and ask for feedback
- This will be a time for us to evaluate their likelihood to return the next season

## Fundraising Methods & Activities Timetable for 2033:

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Donor Cultivation*												
Holiday Magic Week												
Annual Gala & Performance												
Grant Requests												
Internal Funding												
Donor Events												
Community Appearances												
Recognition												

\*includes phone, email, newsletters, individual, corporate, etc.

## Current Cash-Flow Chart:

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Donor Cultivation*												
Holiday Magic Week												
Annual Gala & Performance												
Grant Requests												
Internal Funding												
Donor Events												
Community Appearances												
Recognition												

KEY
Income
Expenses

# PHASE 4

Grant Research

# Grant Source #1



Connecting Arts, Culture and Community

CNY ARTS

ABOUT US GRANTS PROGRAMS

Home / About Us

## About Us

### Our Mission

CNY Arts' mission is to promote, support, and celebrate arts and culture in Central New York.

**Name:** Central New York Arts

**Info:** Puts on their own programs and supports other organizations that have a wide variety in genres/offerings within the arts through grants and funding of individual artists. The organization promotes a variety of grant offerings, including the Onondoga General Support and COVID 19 Arts Impact Fund, both of which we would apply for.

**Location:** Central New York and surrounding communities

**Amount:** \$1,000-\$10,000

**Deadline:** December 31st, 2021

# Grant Source #2



**THE CENTRAL NEW YORK COMMUNITY FOUNDATION** is a public charity that collects contributions from private donors, manages them to grow over time and then distributes funding to local charities to help them thrive.

[LEARN ABOUT CNYCF](#)

## GET STARTED



**GIVE**  
TO THE COMMUNITY



**RECEIVE**  
FUNDING OR SUPPORT



**ADVISE**  
YOUR CLIENTS

**Name:** Central New York Community Foundation

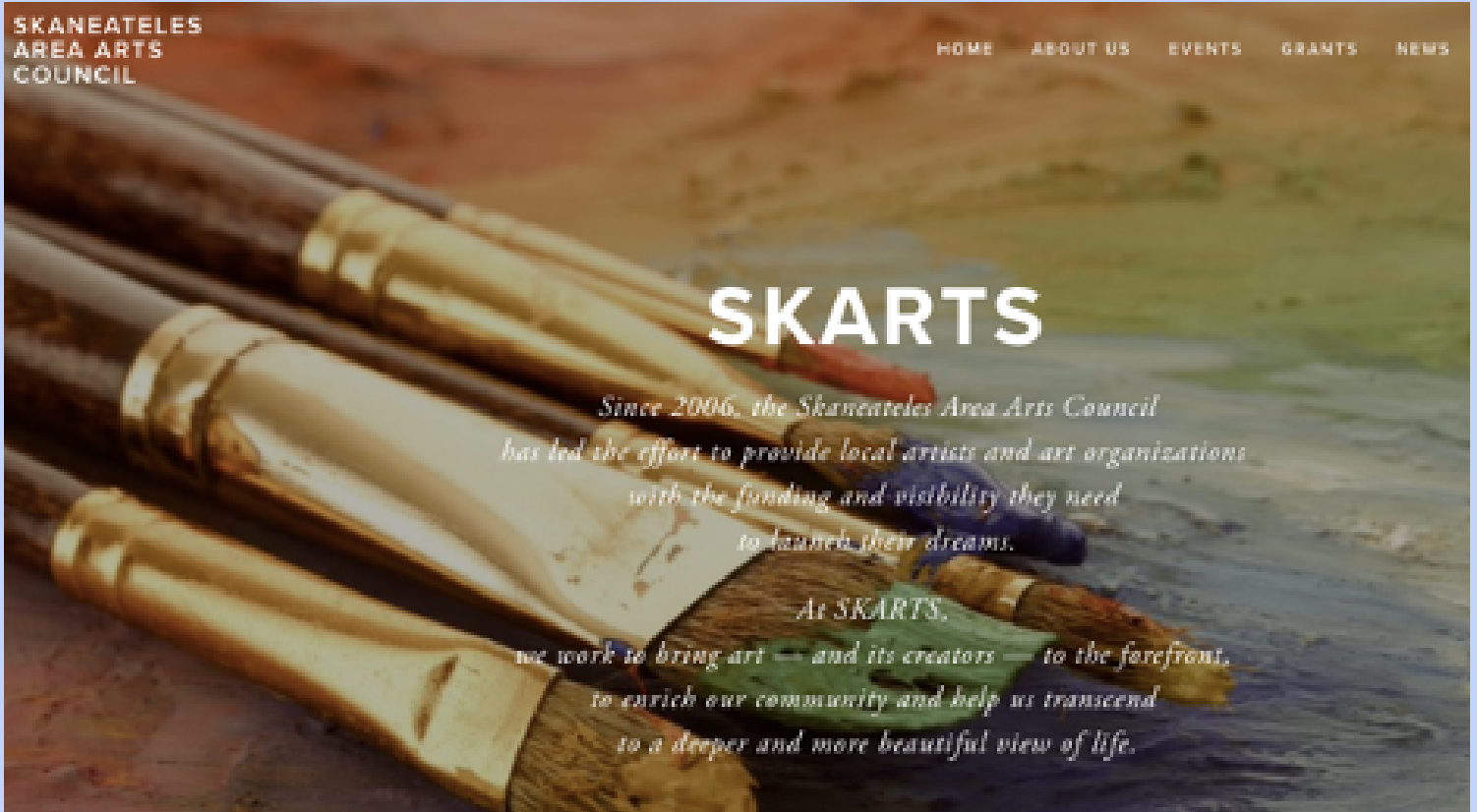
**Info:** Gathers funding from private donors and organizations to distribute to nonprofits in the Central New York area. We will apply for the Community Grant.

**Location:** Central New York and surrounding communities

**Amount:** NA

**Deadline:** October 8th, 2021

## Grant Source #3



**Name:** Skaneateles Area Arts Council

**Info:** Funds local arts organizations of various genres, including performing and visual arts.

**Location:** Skaneateles Community

**Amount:** \$1,000

**Deadline:** May 31st, 2021

# Grant Source #4

The screenshot shows the website for the Doris Duke Charitable Foundation. The header features the logo 'DD DORIS DUKE CHARITABLE FOUNDATION' on the left. To the right, there are links for 'News & Publications' with a Twitter icon and a 'SEARCH' button. Below the header is a navigation menu with links: 'WHAT WE FUND + GRANTS + ABOUT US + MUSEUMS & CENTERS + WHAT WE'RE LEARNING'. A secondary navigation bar lists categories: 'PERFORMING ARTS | MEDICAL RESEARCH | ENVIRONMENT | CHILD WELL-BEING | BUILDING BRIDGES | AFRICAN HEALTH INITIATIVE'. The main content area is titled 'MISSION & HISTORY' and contains the following text:

**Mission**  
The mission of the Doris Duke Charitable Foundation is to improve the quality of people's lives through grants supporting the performing arts, environmental conservation, medical research and child well-being, and through preservation of the cultural and environmental legacy of Doris Duke's properties.

**History**  
Established in 1996, the foundation supports four national grant-making programs. It also supports three museums and centers on properties that were owned by Doris Duke in Hillsborough, New Jersey; Honolulu, Hawaii; and Newport, Rhode Island. The foundation is headquartered in what is now known as New York City on the traditional land of the Lenape, which they called Mamanahatta, and is governed by a board of 12 Trustees.

DDCF's activities are guided by the will of Doris Duke, who endowed the foundation with financial assets that totaled approximately \$1.9 billion as of December 31, 2019. The foundation regularly evaluates and modifies its allocation of resources from the endowment to support the programs and properties and to respond to fluctuations in portfolio returns.

The foundation awarded its first grants in 1997. As of December 31, 2019, the foundation has approved grants totaling approximately \$1.69 billion.

**Name:** Doris Duke Charitable Foundation

**Info:** National grant funding organization that supports the performing arts, Doris Duke wanted to allow artists to have the means to fulfill their dreams. We will apply for the Leadership Grant for Arts Organizations.

**Location:** National

**Amount:** NA

**Deadline:** NA

# Grant Source #5

The Arts Council of the Southern Finger Lakes

ABOUT  
ARTS CALENDAR  
ARTISTS & ORGANIZATIONS  
SUPPORT THE ARTS  
JOIN THE ARTS COUNCIL  
SHOP THE ONLINE STORE  
MAKE AN APPOINTMENT

GRANTS  
PROGRAMS  
FOLK ARTS  
SERVICES  
GALLERY

Home » Grants

## Grants

2020 EMERGENCY ARTS RELIEF GRANT FOR INDIVIDUALS FOR ORGANIZATIONS FINAL REPORTS & MARKETING RESOURCES

Annually The Arts Council of the Southern Finger Lakes distributes more than \$100,000 in funds from [New York State Council on the Arts \(NYSCA\)](#) and the [Community Foundation of Elmira-Corning and the Finger Lakes](#) to local artists and organizations in New York for community-focused arts and cultural activities and professional development opportunities.

The Arts Council administers grants to primarily Chemung, Steuben, Schuyler, and Tioga counties. Visit the [NYSCA Decentralization site list](#) to see which arts organization administers grants in your county.

**Name:** The Arts Council of the Southern Finger Lakes

**Info:** Granting organization that partners with the New York State Council on the Arts to supply funding to local arts organizations, specifically for community-focused arts.

**Location:** Central New York

**Amount:** \$500-\$5,000

**Deadline:** NA



# Grant Source #6


**THE BENDER FAMILY FOUNDATION** EST. 1997

GRANTMAKING      APPLICATION PROCESS      CONTACT

The Bender Family Foundation works to foster, preserve and fund arts, culture, education, history and environmental projects primarily in the **City and County of Albany**. However, applications from organizations within a radius of 60 miles from the site of the New York State Capitol building in the City of Albany will also be considered.

Grants usually range between \$5,000 and \$10,000. Following are some brief guidelines:

- Although we do not give to the same organization in consecutive years, we will consider multi-year grants when appropriate.
- The Foundation accepts proposals from organizations where its directors are active as volunteers, directors or donors.
- We award challenge grants and permit our grants to be used as matching funds for other foundation grants.
- WE GIVE PRIORITY TO ALBANY PROJECTS
- We accept requests for grants to support capital campaigns and capital expenditures.
- Although we do not give to the same organization in consecutive years, we will consider multi-year grants when appropriate.
- We do not make grants to individuals or to support annual fund drives.
- The Bender Family Foundation will not consider grant proposals that do not follow the guidelines.



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**Name:** Bender Family Foundation

**Info:** Local granting foundation that supports organizations in the Central New York area, focusing primarily on arts and culture.

**Location:** Central New York

**Amount:** \$5,000-\$10,000

**Deadline:** NA

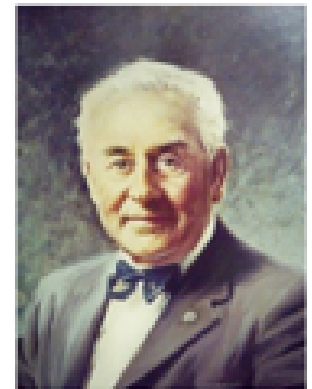
# Grant Source #7



## About John Ben Snow

John Ben Snow was born and raised in Pulaski, New York, a small village north of Syracuse. He graduated from New York University in 1904 and soon thereafter entered the Woolworth organization. A man of vision, he was attracted to mass market sales and introduced innovative retailing techniques. He rose rapidly through the ranks of Woolworth from stock boy to corporate director, initially in New York, and finally in Great Britain, where he accumulated a small fortune through hard work, savings and wise investments. After retiring from Woolworth's in 1939, Mr. Snow devoted the remainder of his life to building the Spidel chain of newspapers and publishing the Western Horseman.

He was fond of animals, especially horses, enjoyed racing, fox hunting, polo and range riding. Throughout his life, John Ben Snow shared his wealth with relatives, friends, business associates and fellow Pulaskians. He gave generously and freely to those persons and causes he cherished. He preferred to "invest" in people, especially the young, by making available financial assistance. He also believed in improving the quality of life in Pulaski and its environs.



**Name:** John Ben Snow Foundation

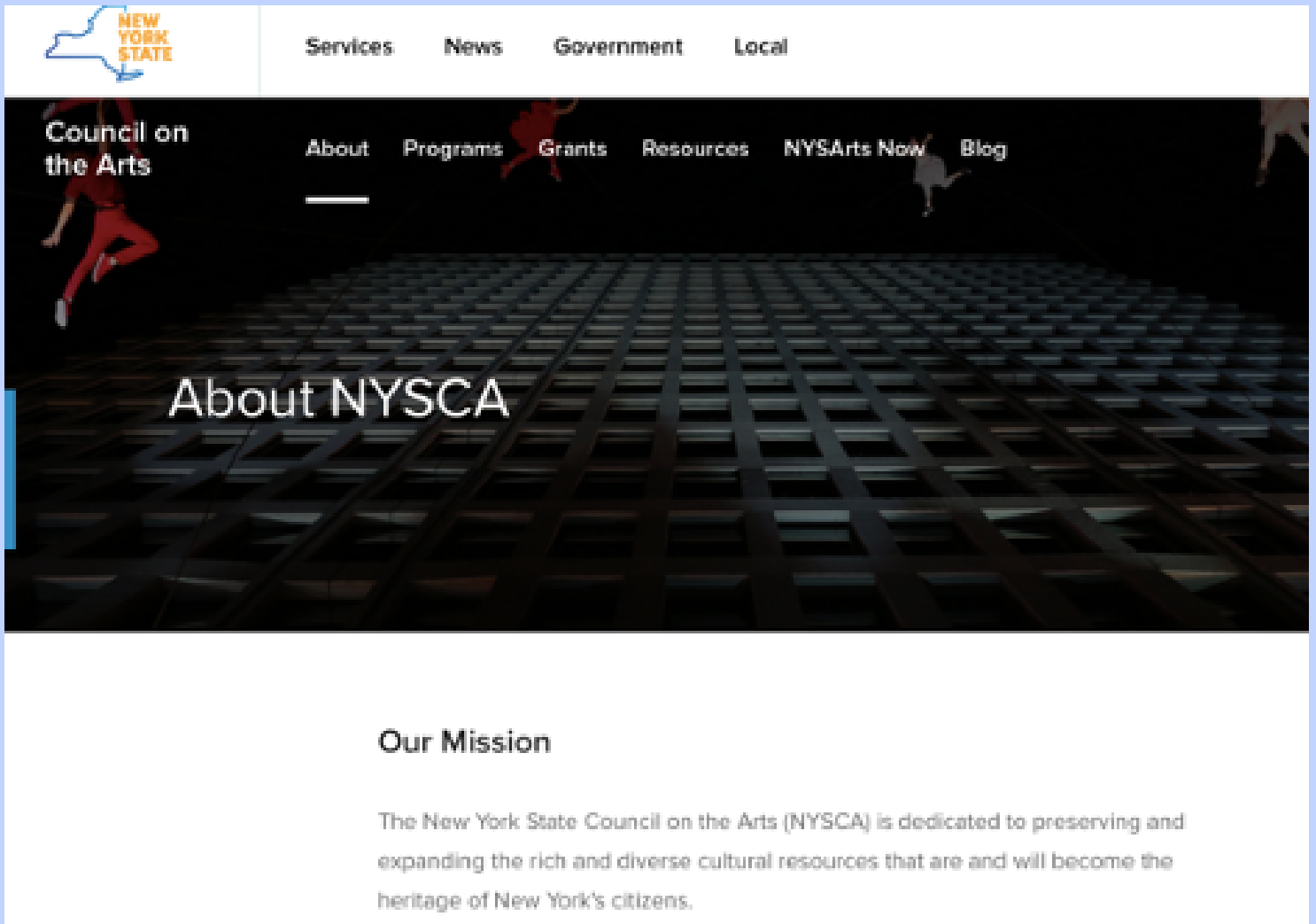
**Info:** Granting foundation that supports nonprofits of all genres, including the arts, primarily in the Onondaga County.

**Location:** Central New York, Onondaga County

**Amount:** \$5,000-\$10,000

**Deadline:** November 1st, 2021

# Grant Source #8



**Name:** New York State Council on the Arts

**Info:** Supports and funds arts nonprofits in Central New York. The foundation has their own grants and promotes other local grants.

**Location:** New York State

**Amount:** NA

**Deadline:** NA

# Grant Source #9

The **Fidelity Foundation** is a private, nonoperating foundation committed to building capacity in nonprofit organizations. Foundation grants are designed to encourage the highest standards of management and long-term self-reliance in nonprofit organizations. Taking an investment approach to grantmaking, we fund organizations where we feel we can add lasting, measurable value. We seek to support major initiatives that nonprofits undertake to reach new levels of achievement, and the Foundation's founding operating principles still guide our decisions and grantmaking today.

## Strengthening Nonprofit Organizations

The Fidelity Foundation grant program was designed to strengthen the long-term effectiveness of nonprofit institutions. The types of projects we fund, and the way in which we fund them, are specifically intended to help nonprofits build the organizational capabilities they need to better fulfill their missions and serve their constituencies.

## Approaching Grants as Investments

The foundation views our philanthropy as an investment—not just of financial resources, but also of our business skills and experience. In considering each Proposal, we apply the fundamentals of investing: we carefully examine each aspect of an organization's project idea, management team, and financial situation before committing our resources, in order to ensure that a grant can achieve tangible results.

## Leveraging Resources

The Foundation seeks to leverage its resources wherever possible. Often we do this by offering challenge grants that encourage nonprofits to seek and secure other funding partners. The Foundation also helps match grants given by other national foundations. We draw on our own business experience by working with grantees to develop performance measures that help determine whether a grant accomplished its intended purpose. As information is gained from funded projects, it is used to help inform future projects in similar fields.

## Commitment to Excellence and Innovation

The Foundation's grant program seeks to reflect Fidelity Investments' commitment to quality and continuous improvement. We especially look for projects representing creative and innovative means of advancing an organization or nonprofit sector, and strive to remain flexible and opportunistic through a competitive selection process.

**Name:** Fidelity Nonprofit Management Foundation

**Info:** Private national granting foundation to support nonprofit organizations.

**Location:** National

**Amount:** NA

**Deadline:** NA

## Grant Source #10

NATIONAL  
ENDOWMENT for the ARTS

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**Name:** National Endowment for the Arts

**Info:** National granting foundation specifically for funding the arts, individuals and organizations. They have many grant sources for organizations.

**Location:** National

**Amount:** NA

**Deadline:** NA

# PHASE 5

## *Financials*

# Proposed Fundraising Budget for 2033

	Expenses	Income	Notes
Donor Memberships		\$6,500	All donor levels
Individual Asking		\$2,000	Phone calls, emails, meetings, etc.
Corporate Asking		\$1,750 + supplies	Local businesses who have close relation with NPO
Grant Funding		\$15,000	Anticipated from grant applications
Holiday Magic Week	\$2,000	\$4,500	Fundraising push week
Annual Gala	\$6,500	\$8,500	Auctions, performances, bucket donations
Performance Exhibits	\$30,000	\$35,000	Based on 3 exhibits in a season, ticket sales and bucket donations
Community Events		\$250	Fall and Christmas Festival Donations
Open House Donor Events	\$200	\$100	2 per season
Donor Recognition	\$200		Thank you's, wall plaques
Marketing/Promotion	\$350		
Venue	\$1,000		Yearly rent amount paid to our partner venue for exhibits
<b>Totals</b>	<b>\$38,450</b>	<b>\$73,600</b>	
<b>TOTAL REVENUE: \$35,150</b>			

The numbers presented in this budget are estimates for all of the organization's fundraising elements in the 2033 season, based on the incomes and expenses we anticipate incurring throughout the upcoming season. The estimates were based on the actual budget and financial statement from previous years and research done about similar fundraising tactics.

# PHASE 6

*Evaluation*



# Evaluation

In creating this project and further developing the fundraising tactics for my nonprofit organization, I have learned a lot about a new aspect of the arts industry that is vital to success and essential to have knowledge about. I am now realizing how beneficial this knowledge will be to me as I move into the professional world, as not everyone has experience or will to work in this area.

Creating a fundraising plan has helped me to realize how many different options and ways there are to ask for money. These tactics can be as elaborate as a whole fundraising event, or simple as setting up a meeting or phone call with a potential donor.

This project and course in general have taught me that nonprofit arts organizations have more value than they are often given and deserve the funding that individual request to support them. In addition, as a potential future member of a nonprofit organization, I will always remember that asking for money does not have to be as daunting as it often seems. When the purpose and strategies are planned out, and the ask is made in an honest and genuine way, the process of fundraising and cultivating donors is on the path to success.

One of the most important things I have learned throughout this project is how to be clear but thorough; some potential donors may be deterred from joining in the effort if they do not have a clear idea of what they are donating to in the present, and where their contributions will be headed toward in the future. Providing this knowledge in an authentic and engaging way will encourage people to contribute to the organization. It is essential to convey the purpose of the organization and assure people that its mission is being fulfilled through all of its efforts and programming. When the elements described in this project are used, asking for funding support can be successful and fulfilling for members of the organization and in turn the communities they are part of.

# WORKS CITED

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“Guidestar.” GuideStar Nonprofit Reports and Forms 990 for Donors, Grantmakers, and Businesses, [www.guidestar.org/](http://www.guidestar.org/).

“Home.” The ARTS Council of the Southern Finger Lakes, 26 Mar. 2021, [www.earts.org/](http://www.earts.org/).

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Weinstein, Stanley, and Pamela Barden. *The Complete Guide to Fundraising Management*. Wiley, 2017.



# APPENDIX

Form 1023-EZ  
Streamlined Application for Recognition of Exemption Under Section 501(c)(3) of the Internal Revenue Code

**Part I Identification of Applicant**

The Skaneateles Holiday Arts Experience

Street Address:	City:	State:	Zip Code + 4:
Phone Area:	Phone Number:	Country Code:	Phone Number:
Website:	City:	State:	Zip Code + 4:
Phone Area:	Phone Number:	Country Code:	Phone Number:
Website:	City:	State:	Zip Code + 4:
Phone Area:	Phone Number:	Country Code:	Phone Number:
Website:	City:	State:	Zip Code + 4:
Phone Area:	Phone Number:	Country Code:	Phone Number:
Website:	City:	State:	Zip Code + 4:
Phone Area:	Phone Number:	Country Code:	Phone Number:
Website:	City:	State:	Zip Code + 4:

**Part II Organizational Structure**

To be eligible, you must be an unincorporated association or a trust.

**Part III Qualification Activities**

1. Enter the appropriate character code for each activity. See instructions for more information.

2. To qualify for recognition as a non-charitable corporation, you must be organized and operated exclusively for the purposes listed in Part III. Check all that apply.

**Part IV Qualification Activities**

1. Enter the appropriate character code for each activity. See instructions for more information.

2. To qualify for recognition as a non-charitable corporation, you must be organized and operated exclusively for the purposes listed in Part IV. Check all that apply.

Form 1023-EZ  
Your Specific Activities

1. Enter the appropriate character code for each activity. See instructions for more information.

2. To qualify for recognition as a non-charitable corporation, you must be organized and operated exclusively for the purposes listed in Part III. Check all that apply.

**Part IV Qualification Activities**

1. Enter the appropriate character code for each activity. See instructions for more information.

2. To qualify for recognition as a non-charitable corporation, you must be organized and operated exclusively for the purposes listed in Part IV. Check all that apply.

Form 1023-EZ  
Renewal Application for Recognition of Exemption Under Section 501(c)(3) of the Internal Revenue Code

**Part I Identification of Applicant**

The Skaneateles Holiday Arts Experience

**Part II Organizational Structure**

To be eligible, you must be an unincorporated association or a trust.

**Part III Qualification Activities**

1. Enter the appropriate character code for each activity. See instructions for more information.

2. To qualify for recognition as a non-charitable corporation, you must be organized and operated exclusively for the purposes listed in Part III. Check all that apply.

New York State Department of State  
Division of Corporations, Statewide Business Services Center  
119 Washington Street, Albany, NY 12242  
www.dos.ny.gov

### CERTIFICATE OF INCORPORATION OF

The Skaneateles Holiday Arts Experience  
(“Skaneateles Arts”)

Under Section 402 of the Not-for-Profit Corporation Law

**FIRST:** The name of the corporation is:  
The Skaneateles Holiday Arts Experience

**SECOND:** The corporation is a corporation as defined in subparagraph (1) of paragraph (a) of Section 102 of the Not-for-Profit Corporation Law.

**THIRD:** (check one)

The purpose for which the corporation is formed is any purpose for which corporations may be organized under the Not-for-Profit Corporation Law as a charitable corporation.

The purpose for which the corporation is formed is any purpose for which corporations may be organized under the Not-for-Profit Corporation Law as a non-charitable corporation.

The purpose or purposes for which the corporation is formed are as follows: