Shands Teaching Hospital and Clinics, Inc.

Project Title: UF Health Shands Arts in Medicine

Grant Number: 19.c.ps.114.528

A. Cover Page

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 2

Discipline: Multidisciplinary

Proposal title

UF Health Shands Arts in Medicine

1. Proposal synopsis - (Maximum characters 435.)

This proposal seeks support for the UF Health Shands Arts in Medicine Artists in Residence program, with focus on community partnerships and programming.

B. Contacts (Applicant Information) Page **2** of **10**

Applicant Information

a. **Organization Name:** Shands Teaching Hospital and Clinics, Inc.
b. **FEID:** 59-1943502
c. **Phone number:** 352.733.0880
d. **Principal Address:** 1515 SW Archer Road Gainesville, FL, 32608-1134
e. **Mailing Address:** PO Box 100336 Gainesville, 32610-3003
f. **Website:** www.shands.org/aim
g. **Organization Type:** Nonprofit
h. **Organization Category:** other
i. **County:** Alachua

a. **Applicant Name:** Sonke, Jill
b. **Phone number:**
c. **Website:**
d. **County:** Alachua

1. Grant Contact *

First Name

Jill

Last Name

Sonke

Phone

352.733.0880

Email

jsonke@ufl.edu (mailto:jsonke@ufl.edu)

2. Additional Contact *

First Name

Kris

Last Name

Sullivan

Phone

352.733.0880

Email

sullkm@shands.ufl.edu (mailto:sullkm@shands.ufl.edu)

3. Authorized Official *

First Name

Christina

Last Name

Mullen

Phone

352.733.0880

Email

mullcm@shands.ufl.edu (mailto:mullcm@shands.ufl.edu)

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

File

Organization - Nonprofit

4.2. Institution Type

File
Health Care Facility

4.3. Applicant Race

File
White

4.4. Applicant Discipline

File
Multidisciplinary

5. Department Name (optional)

UF Health Shands Arts in Medicine

C. Eligibility Page 3 of 10

1. What is the legal status of the applicant? *

- ○ Public Entity
- ◉ Nonprofit, Tax-Exempt
- ○ Solo artist or unincoporated performing company
- ○ Other (not an eligible response)

2. Are proposed activities accessible to all members of the public? *

- ◉ Yes (required for eligibility)
- ○ No

3. Do proposed activities occur between ##fiscalyearbegindate## - ##fiscalyearenddate##? *

- ◉ Yes (required for eligibility)
- ○ No

4. How many years of completed programming does the applicant have? *

- ○ Less than 1 year
- ○ 1-2 years
- ◉ 3 or more years (required minimum to request more than $50,000 in GPS)

5. How long has the applicant been incorporated in Florida?

- ○ Less than 3 years
- ○ 3-4 years (required minimum for LAA, Level 2 eligibility)
- ○ 5 or more years (required minimum for LAA, level 3 eligibility)

6. Is the applicant designated as the Local Arts Agency by the local county commission per s. 265.32, F.S.?

- ○ Yes (required for eligibility)
- ○ No

7. How is the applicant underserved? (select all that apply)

Select the statements that are true for the applicant. At least one must be true for eligibility. See the guidelines for more information about underserved designations.

- ☐ Applicant is rural
- ☐ Applicant is minority
- ☐ Applicant is lacking in resources

Total Cash Income

9. Consultant

Select the statements that are true for the applicant. Both statements must be true for eligibility.

- ☐ Consultant is **NOT** a member of the applicant's staff or board.
- ☐ Consultant is **NOT** in the immediate family (/resources/termlookup.cfm?term=immediate-family) of any staff or board members.

10. How many contact hours does this residency include?

0

11. Applicant is Florida-based?

- ○ Yes
- ○ No

12. Applicant provides an active touring program with education activities?

- ○ Yes
- ○ No

13. Applicant provides study guides, learning materials, or sample lesson plans

- ○ Yes
- ○ No

14. Professional Theatre *

- ☐ □ Applicant compensates artistic staff and actors.

15. Museum

The following statements must be true for you to be eligible to apply in the Museum discipline. Check all that apply.

- ☐ Applicant is open to the public for at least 180 days each year.
- ☐ Applicant owns or utilizes collections, including works of art, historical artifacts, or other tangible objects (live or inanimate).
- ☐ Applicant exhibits these collections, including works of art, historical artifacts, or other tangible objects to the public on a regular schedule.

16. Multi Disciplinary

- ○ Yes (If yes, you should apply to the Presenting discipline)
- ◉ No (required for eligibility)

17. State Service Organization Designation *

- ☐ Applicant's services and activities reach at least 40 Florida counties.

D. Excellence Page 4 of 10

1. Applicant Mission Statement - (Maximum characters 350.) *

Solo artists: Provide a brief artist statement in lieu of a mission statement.

The mission of UF Health Shands Arts in Medicine (AIM) is for every person, regardless of illness, disability or perceived disadvantage, to have access to the arts and to realize their creative potential. We aim to be a model for the incorporation of the arts into healthcare, using the arts to enhance the physical, mental and spiritual wellbeing of our patients, staff and visitors.

2. Proposal Description - (Maximum characters 5250.)

Describe the proposal for which you are requesting funding. Include goals, fully measurable objectives, activities, partnerships/collaborations, and a timeline. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

2.1. Goals, Objectives, and Activities

The UF Health Shands Arts in Medicine program began in the late 1980's when a group of healthcare professionals at the University of Florida began to explore applications of the arts to the well-being of patients and staff. The undertaking emerged organically, and in 1990, the group officially established the Shands Arts in Medicine (AIM) program, which is known as a pioneer in the field, and has grown to become the most widely replicated program model in the U.S.

The heart of the AIM program is the Artists in Residence program, which includes 19 paid professional artists in all disciplines. The Artists in Residence program brings creative opportunities to over one million children and adults per year for whom access to the arts is limited by illness, disability, and socio-economic circumstances. Our artists transform the hospital environment through bedside arts activities, workshops, performances, rotating exhibitions, permanent art installations, and also serve our overall community through an array of community-based arts programs.

We run programs at our two hospitals, numerous outpatient clinics, and a rapidly increasing number of community sites. At the Shands Cancer Hospital, we occupy and manage the Criser Cancer Resource Center, a 1,400 square foot facility featuring cancer resources and daily arts programs.

Through general program support, we propose to significantly expand our Artists in Residence program through four growth initiatives, and through new partnerships with community-based arts organizations. Our proposed activities will facilitate opportunities for patients who develop arts practices in the hospital to link directly to community-based arts programming, continued engagement with music for patients discharged from our hospitals into rehab care, and access to the health-promoting arts activities by community members throughout the 352 area code. It will also develop a national-level partnership with NPR's StoryCorps program.

Goals

1) To bring the arts and creative opportunities to as many people as possible in a way that enhances individual and community health

2) To provide access to the arts and to build arts participation statewide by exposing diverse communities, including hospital patients, seniors, persons living with illness and disabilities, and our general community to a broad range of creative opportunities

3) To serve as a national model for the integration of the arts into healthcare, for artistic excellence in the field, as well as for community arts programming

Objectives

1) Expand *352Creates* to include 120+ free arts events, and participation by 25,000+ community members

2) Develop a new local *StoryCorps Legacy* project in partnership with National Public Radio (NPR) to include initial training and development of three patient stories for broadcast and archiving in the Library of Congress

3) Create a partnership-based program, *Community Art Links*, for referring patients to local arts programs when they are discharged from the hospital, including three initial partnerships that will serve 15 patients in the first year

4) Expand music programming at the Vista Rehabilitation Center by supporting 8 hours per week of contact time at Vista by two artists in residence

Activities

1) *352Creates*: We will facilitate a two-day pop-up style community-wide participatory arts-making event that will engage community members in free creative activities with an emphasis on health and community engagement on March 23 and 24, 2018. We will also expand *352Creates* to a year-round format by establishing a permanent wall in the community designed for monthly health-topic-based participatory mural-making.

2) *StoryCorps Legacy Project*: We will partner with National Public Radio (NPR) to provide in-depth training to our artists in residence and healthcare partners to develop a new local StoryCorps program. We will produce three audio segments featuring the stories of patients and families to be aired locally and nationally on NPR and to be archived in the Library of Congress.

3) *Community Art Links*: We will create and pilot a partnership-based program for referring patients to local arts programs when they are discharged from the hospital. The program will include partnership with three local arts organizations from the 352Creates network, such as the Gainesville Guitar Academy, the Cultural Arts Coalition, and the Harn Museum of Art. We will provide training to these organizations so they can effectively engage people recovering from illness or managing chronic illness in developing arts practices that will support their wellbeing on an ongoing basis. We will also provide patients with assistance in paying program fees, when applicable. We will engage 15 patients in the pilot program, and will carefully evaluate the program over 10 months.

4) *Music at Vista Rehab Center*: We will expand our music programming at the Vista Rehabilitation Center by supporting 8 hours per week of contact time at Vista by two artists in residence. The artists will provide bedside music services in partnership with Vista staff.

2.2. Partnerships

Partnership is at the heart of each of our expansions and new initiatives. 352Creates engages over 80 local arts organizations, individual artists, businesses and schools in the presentation of free interactive arts events in the 352 area code community. A steering committee of primary partners includes UF Health, the City of Gainesville, Project Beautiful, Active Streets, and the UF College of the Arts. Our new Community Art Links program will include partnership with three local arts organizations from the 352Creates network, such as the Gainesville Guitar Academy, the Cultural Arts Coalition, and the Harn Museum of Art. The *StoryCorps Legacy Project* is a partnership with NPR; and our rehab center expansion is a partnership with the Vista Rehab Center.

2.3. Timeline

July: Confirm *Art Links* partner organizations; select musicians and complete training and orientation at Vista

August: Begin residencies at Vista; *Community Art Links* partner training; complete *352Creates* mural wall set up

September: Begin bi-weekly *352Creates* steering committee meetings; identify *352Creates* wall; begin Community Art Links referrals

October: *StoryCorps Legacy Project* training; begin monthly installations on the *352Creates* wall

November: First *352Creates* community forum

January: First recording for the *StoryCorps Legacy Project*; second *352Creates* community forum

February: Third *352Creates* community forum; second and third *StoryCorps Legacy Project* recordings

March: *352Creates* annual two-day events

April: *352Creates* reporting; *StoryCorps Legacy Project* editing and dissemination

May: Annual intensive evaluation of all Artist in Residence programs

June: Evaluation reporting

3. Collection Summary - (Maximum characters 5250.)

Provide a summary of the collection (live or inanimate) and the collection policy including: 1) Size and scope of collection(s) the museum owns or uses; 2) Conservation and care; and 3) Inventory/registration methods. If you are not a collecting institution answer Not Applicable

4. Individual Artist Project

What makes your project artistically strong? What is your motivation for this project, how will it advance your career and creative practice? What is the artistic context of this project to your creative practice?

E. Impact Page 5 of 10

1. What is the estimated number of proposal events? *

73

2. What is the estimated number of opportunities for public participation? *

6,150

3. How many total individuals will benefit? *

758,900

3.1. How many individuals will benefit through media? *

0

4. How many Adults will be engaged? *

345,000

5. How many school based youth will benefit? *

8,000

6. How many non-school based youth will benefit? *

205,000

7. How many older adults will benefit? *

200,000

8. How many artists will be directly involved? *

900

9. Select all categories that make up 25% or more of population directly benefitting (excluding broadcasts and online programming): *

- [ ] Amerian Indian/Alaskan Native
- [ ] Asian
- [x] Black/African American
- [ ] Hispanic/Latino
- [ ] Native Hawaiian/Other Pacific Islander
- [x] White
- [ ] No group made up 25% or more of population benefitting

10. Additional impact/participation numbers information (optional) - (Maximum characters 1166.)

Use this space to provide the panel with additional detail or information about the impact/participation numbers.

The 758,000 individuals expected to benefit includes those who will participate in our hospital and community-based programs, attend our exhibits, and participate in the 352Creates program. We document these numbers through artist reports and participation data collected directly from program logs. We offer more than twenty weekly workshops that serve between five and thirty people each, provide over 15,000 bedside visits annually that serve one to five people each, present several weekly performances that serve audiences averaging 100 people each, and have both permanent and rotating art exhibits that are viewed by hundreds of people per day. Our 352Creates program serves 10,000-20,000 people, and our media-based programs reach thousands more.

11. What counties will be served by your programming?

Select all that apply.

☑ Alachua	☐ Franklin	☐ Lee	☐ Pinellas
☐ Baker	☐ Gadsden	☐ Leon	☐ Polk
☐ Bay	☑ Gilchrist	☑ Levy	☑ Putnam
☑ Bradford	☐ Glades	☐ Liberty	☐ Santa Rosa
☐ Brevard	☐ Gulf	☐ Madison	☐ Sarasota
☐ Broward	☐ Hamilton	☐ Manatee	☐ Seminole
☐ Calhoun	☐ Hardee	☑ Marion	☐ St. Johns
☐ Charlotte	☐ Hendry	☐ Martin	☐ St. Lucie
☑ Citrus	☑ Hernando	☐ Miami-Dade	☑ Sumter
☑ Clay	☐ Highlands	☐ Monroe	☐ Suwannee
☐ Collier	☐ Hillsborough	☐ Nassau	☐ Taylor
☐ Columbia	☐ Holmes	☐ Okaloosa	☐ Union
☐ DeSoto	☐ Indian River	☐ Okeechobee	☐ Volusia
☑ Dixie	☐ Jackson	☐ Orange	☐ Wakulla
☐ Duval	☐ Jefferson	☐ Osceola	☐ Walton
☐ Escambia	☐ Lafayette	☐ Palm Beach	☐ Washington
☐ Flagler	☑ Lake	☑ Pasco	

12. In what counties will the project/program actually take place?

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county.

☑ Alachua	☐ Columbia	☐ Hamilton	☑ Lake
☐ Baker	☐ DeSoto	☐ Hardee	☐ Lee
☐ Bay	☑ Dixie	☐ Hendry	☐ Leon
☑ Bradford	☐ Duval	☑ Hernando	☑ Levy
☐ Brevard	☐ Escambia	☐ Highlands	☐ Liberty
☐ Broward	☐ Flagler	☐ Hillsborough	☐ Madison
☐ Calhoun	☐ Franklin	☐ Holmes	☐ Manatee
☐ Charlotte	☐ Gadsden	☐ Indian River	☑ Marion
☑ Citrus	☑ Gilchrist	☐ Jackson	☐ Martin
☑ Clay	☐ Glades	☐ Jefferson	☐ Miami-Dade
☐ Collier	☐ Gulf	☐ Lafayette	☐ Monroe

☐ Nassau	☑ Pasco	☐ Seminole	☐ Union
☐ Okaloosa	☐ Pinellas	☐ St. Johns	☐ Volusia
☐ Okeechobee	☐ Polk	☐ St. Lucie	☐ Wakulla
☐ Orange	☑ Putnam	☑ Sumter	☐ Walton
☐ Osceola	☐ Santa Rosa	☐ Suwannee	☐ Washington
☐ Palm Beach	☐ Sarasota	☐ Taylor	

13. Proposal Impact - (Maximum characters 3500.) *

Describe the economic impact of your organization as a whole and of the proposal in particular on your local community. Include a description of your proposal's education and outreach activities.Organizations: Include the economic impact of your organization as a whole. Solo Artists: Include any positive social elements and community engagement anticipated from the project.

UF Health Shands Hospital is located in Gainesville and, as a regional referral hospital, serves people from every Florida county, as well as from throughout the Southeastern United States. UF Health Arts in Medicine (AIM) is a major employer of artists in the area, with 19 staff artists in residence, one creative arts therapist and five administrative staff members. We also provide stipends for many guest artists throughout each year. We impact our local economy by purchasing the majority of our supplies from local retailers and by utilizing local businesses for services such as design, framing, videography, and printing. Several of our programs are designed to develop arts-based vocational skills for specific populations including veterans, older adults, people with chronic illness, rural community residents, and at-risk youth. Many of our patients and community program participants cultivate new economic and vocational opportunities through skills they develop in working with our artists.

Two of our proposed program expansions have significant potential for additional economic impact. *352Creates* promotes and generates revenue for artists and arts organizations in the 352 area code, as well as local businesses. Our *Community Art Links* program is designed to promote local arts businesses through structured referrals. We anticipate that the program will not only bolster participation in community arts programs but also increase the number of patients who transform creative skills discovered in the hospital into vocational pursuits. We see our Artist in Residence program, *352Creates* and the new *Community Art Links* program as complimentary components that contribute to enhancing Gainesville's creative economy.

Our program and artists serve over one million people per year through bedside interactions, workshops, performances, exhibits and permanent collections. Our programming is rapidly expanding outside of the hospital into the Gainesville and surrounding communities, and has become an important provider of creative opportunities for our community members. Our hospital-based population is a constantly changing representation of people from throughout the state. More than 35% of the people we serve are minorities, senior citizens, and/or physically disabled. An even greater portion is low-income. Approximately 40% are under age 21, and approximately 20% are over age 65. Our community-based populations are also highly underserved and economically disadvantaged.

Our strongest educational component is the Center for the Arts in Medicine, the academic outgrowth of AIM, housed in UF's College of the Arts, which offers an MA in Arts in Medicine, two online graduate certificates, three undergraduate certificates, an annual summer intensive training program, and professional development programs throughout the year. We also train and mentor over 100 volunteers and interns each year, and host site visits for people from throughout the US who are developing arts in medicine programs.

Essentially, all of our programs are outreach in that we bring the arts to underserved individuals. Our proposed program expansions for 2018-19 will help us to directly serve an additional 10,000 people, conservatively estimated. All of our programs and performances are offered free of charge in environments that are accessible to anyone, regardless of income, age or disability. Our programs develop arts audiences statewide by exposing residents to the arts and by engaging active participation. We have an array of programs focused on life-long learning, and over the past several years, we have developed an emphasis on programs that partner with and bring the arts to community human services agencies, including the Harn Museum of Art, the Alachua County Senior Recreation Center, the Alachua Regional Detention Center, Grace Marketplace (homeless community), the Arc day center for adults with disabilities, HealthStreet, Alz Place day center for people with Alzheimer's disease, The UF Health Vista Rehab Center, and the VA Medical Center.

14. Marketing and Promotion - (Maximum characters 3500.) *

Describe the marketing/promotion/publicity plans and audience development/expansion efforts as related to the proposal. For example, include information on advertising, social media, collaboration with local organizations, brochures, etc.

Our hospital-based Artists in Residence programs are primarily marketed through our strong, long-standing, and consistent presence in our hospitals, clinics, and community. Our prominent location in the Criser Cancer Resource Center (CCRC) on the 1st floor of the UF Health UF Health Shands Cancer Hospital, serves as a constant visual reminder of our programs for thousands of daily visitors. We keep a prominent signboard in the main lobby outside the CCRC that announces daily programs, and we work with the patient services department to disseminate program information to patients and visitors. We have a highly trafficked website that we update weekly, and have a robust social media presence including Facebook, Twitter, and YouTube where we update the community on activities and program features on a nearly daily basis. Local and regional media feature our programs regularly on radio, television and in print media. We are fortunate that arts in medicine has broad media appeal, and enjoy regular coverage.

We work closely with the UF Health PR department on social media and media communications and, in the coming year, representatives from this department will serve as key members of our *352Creates* planning team. Since its 2016 pilot, *352Creates* has created a network of over 1,000 people, and we will grow and utilize this network to promote not only *352Creates*, but our other new community programs as well. The *StoryCorps Legacy Project* will expand our audience to the national level through radio broadcast. All of our proposed program expansions and activities will be marketed through fliers, social media, listings on hospital and community web and print calendars, staff referrals, and local media coverage.

F. Management and Operating Budget Page 6 of 10

Solo artists and unincorporated performing companies should move on to Page G of the application.

15. Fiscal Condition and Sustainability - (Maximum characters 1750.)

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

We are very fortunate to receive an annual budget from UF Health Shands Hospital, and to have excellent fiscal management and leadership. However, our budget is very modest given the extensiveness and reach of our programming. Our artists make the most of every budget dollar and work for modest honoraria ranging from $18-$30 per hour. UF Health is in a major building period, with a third major inpatient tower scheduled to open in December, 2017. This expansion challenges us with opportunities to serve more people and to expand our programming in ways that best address the needs of our service populations.

In order to support our programs and artists, we continuously seek outside funding, including private contributions to our endowment (annual interest from the endowment supports artist honoraria as represented under "Private Support" in the budget), grants from state and federal agencies and foundations, and gifts from individuals. We will continue to apply for additional grants and to seek private funding for our new and existing programs.

Given our modest budget, we consider sustainability very seriously as we propose new programs. We planned for expansion into the Cancer Hospital for five years before its opening, and are now planning for expansion into the new tower, including staffing and sustainability plans such as organizational budget allocations, marketing, and new private and foundation support. Historically, we have been able to effectively demonstrate the value of new programs implemented through external sources and garner additional funding from the hospital or other sources to sustain them. Our marketing strategy is geared toward cultivating awareness of new programs and their impact in order to garner new financial support in the following year and beyond. We also work closely with UF Health Shands development officers to identify opportunities for private and foundation support for sustaining and expanding our programs.

16. Evaluation Plan - (Maximum characters 1750.)

Briefly describe your methods and processes for gathering, analyzing, and reporting data to evaluate your programming with the purpose of improving, deciding to continue, or stopping.

We maintain a high level of commitment to program evaluation, and evaluate our programs in regard to participation, satisfaction, and impact. We have developed a multi-faceted system that includes routine and in-depth evaluation, and IRB-approved formal research studies.

Data Collection: We collect data on a weekly basis from artist reports and from standard Likert Scale evaluation tools administered to patients, visitors and staff. We conduct an annual 8-week intensive evaluation of all programs, which garners over 500 responses. In 2016-17, we implemented an annual patient interview process that provides in-depth feedback regarding the practice and professionalism of our artists, and the impacts of our programs. We conduct volunteer evaluations three times annually. In partnership with the Center for Arts in Medicine, we also conduct formal research studies of specific programs. We are currently conducting six studies, including:

- *Music in Urgent and Emergent Settings (MUES) Trial*: assessing the impact of live preferential music on pain medication usage and cost of care in emergency and trauma medicine (see report of phase two outcomes in the evaluation report attachment)
- *Theatre for Health*: A mixed-methods study assessing the impacts of our community-based theatre for health education programs

Analysis and Reporting: Artist reports are reviewed weekly by the program directors and discussed in a 2-hour weekly artists meeting. The full data set is analyzed annually to track program participation, populations served, and expressed needs of our service populations. The Center's Interdisciplinary Research Lab analyzes our annual patient interview and IRB-approved research data. Outcomes are reported to UF Health leaders, AIM staff, artists, partners and constituents; and research outcomes are published in peer reviewed journals. Program directors meet individually with each artist twice per year, and the full artist/administration team convenes in a visioning retreat annually to set program goals in consideration of evaluation outcomes.

17. Completed Fiscal Year End Date (m/d/yyyy)

6/30/2016

18. Operating Budget Summary

	Expenses	Last Completed Fiscal Year	Current Fiscal Year	Next Fiscal Year
1.	Personnel: Administrative	**$400,115**	**$372,030**	**$375,000**
2.	Personnel: Programmatic	**$292,419**	**$259,955**	**$299,872**
3.	Personnel: Technical/Production			
4.	Outside Fees and Services: Programmatic	**$7,300**	**$4,400**	**$12,000**
5.	Outside Fees and Services: Other	**$1,100**	**$2,400**	**$2,000**

6.	Space Rental, Rent or Mortgage	**$300**	**$450**	**$450**
7.	Travel	**$4,004**	**$4,000**	**$4,000**
8.	Marketing	**$11,247**	**$4,055**	**$7,000**
9.	Remaining Operating Expenses	**$54,468**	**$46,834**	**$54,800**
A.	**Total Cash Expenses**	**$770,953**	**$694,124**	**$755,122**
B.	**In-kind Contributions**	**$33,884**	**$35,100**	**$35,000**
C.	**Total Operating Expenses**	**$804,837**	**$729,224**	**$790,122**
	Income	**Last Completed Fiscal Year**		
10.	Revenue: Admissions			
11.	Revenue: Contracted Services	**$5,325**	**$12,843**	**$12,000**
12.	Revenue: Other			
13.	Private Support: Corporate	**$595,128**	**$569,853**	**$620,318**
14.	Private Support: Foundation	**$77,500**	**$40,428**	**$50,084**
15.	Private Support: Other	**$48,000**	**$46,000**	**$36,420**
16.	Government Support: Federal			**$10,000**
17.	Government Support: State/Regional	**$45,000**	**$25,000**	**$26,300**
18.	Government Support: Local/County			
19.	Applicant Cash			
D.	**Total Cash Income**	**$770,953**	**$694,124**	**$755,122**
B.	**In-kind Contributions**	**$33,884**	**$35,100**	**$35,000**
E.	**Total Operating Income**	**$804,837**	**$729,224**	**$790,122**

19. Additional Operating Budget Information (optional) - (Maximum characters 1166.)

Use this space to provide the panel with additional detail or information about the operating budget. For example, if you have a budget deficit or there has been a large change in your operating budget compared with last fiscal year.

The decrease in our budget for 2016-17 is due to the establishment of our Integrative Medicine program as a separate department. The Integrative Medicine program was developed as a part of Arts in Medicine and, over the past three years, we established donor funding that has allowed us to significantly expand the program in partnership with the College of Medicine with the goal of it becoming a separate department in three years, which has now been achieved. We maintain one staff line for the program, which helps maintain a fluid link between program services.

G. Management and Proposal Budget Page 7 of 10

20. Rural Economic Development Iniative Waiver

☐ Applicant is located in a qualified economically distressed county or community under REDI.

Proposal Budget Expenses:

21. Personnel: Administrative

21.1. Budget Item *

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Tina Mullen, Program Director	$0	$42,500	$0	$42,500
2	Jill Sonke, Assistant Director	$0	$32,550	$0	$32,550
3	Kris Sullivan, Exhibit Curator, Program Coordinator	$0	$24,570	$0	$24,570
4	Ferol Carytsas, Program and Volunteer Coordinator	$0	$22,500	$0	$22,500
5	John Kieslich, 352Creates Program Asst	$4,000	$4,500	$0	$8,500
6	Charlotte Kesl, 352Creates Coordinator	$12,500	$12,500	$0	$25,000
	Totals:	**$16,500**	**$139,120**	**$0**	**$155,620**

22. Personnel: Programmatic

22.1. Budget Item *

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Maria Kerrigan, Musician in Residence	$2,800	$2,800	$0	$5,600
2	Michael Claytor, Musician in Residence	$3,600	$18,300	$0	$21,900
3	Ricky Kendall, Musician in Residence	$3,600	$15,000	$0	$18,600
4	Cathy Dewitt, Musician in Residence	$2,800	$14,000	$0	$16,800
5	Jason Hedges, Musician in Residence	$3,600	$7,200	$0	$10,800
6	Samantha Moss, Musician in Residence	$4,800	$0	$0	$4,800
7	Dylan Klempner, Writer in Residence	$5,500	$8,000	$0	$13,500
8	Emily Pozek, Dancer in Residence	$0	$5,200	$0	$5,200
9	Sarah Hinds, Artist in Residence	$3,600	$15,300	$0	$18,900
10	Jeff Pufahl, Artist in Residence	$3,600	$0	$4,800	$8,400
11	Rusti Brandman, Dancer in Residence	$0	$4,800	$0	$4,800
12	Sunita Canady, Artist in Residence	$4,800	$14,000	$0	$18,800
13	Max Helgemo, Musician in Residence	$3,600	$3,600	$0	$7,200
	Totals:	**$45,100**	**$123,800**	**$4,800**	**$173,700**

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
14	Andrew Hicks, Writer in Residence	$2,800	$3,600	$0	$6,400
15	Molly Kempson, Artist in Residence	$0	$12,000	$0	$12,000
	Totals:	**$45,100**	**$123,800**	**$4,800**	**$173,700**

23. Personnel: Technical/Production

23.1. Budget Item *

24. Outside Fees and Services: Programmatic

24.1. Budget Item *

25. Outside Fees and Services: Other

25.1. Budget Item *

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Videography	$0	$3,500	$0	$3,500
2	StoryCorps Training Fees	$5,000	$10,000	$0	$15,000
3	Community arts program fees for patients	$2,400	$0	$0	$2,400
	Totals:	**$7,400**	**$13,500**	**$0**	**$20,900**

26. Space Rental

26.1. Budget Item *

27. Travel (match only)

27.1. Budget Item *

#	Specify	Cash Match	In-Kind Match	Total
1	StoryCorps Trainer travel	$1,600	$0	$1,600
	Totals:	**$1,600**	**$0**	**$1,600**

28. Marketing

28.1. Budget Item *

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Printing, signs, banners, and t-shirts	$5,500	$3,500	$1,200	$10,200
2	352Creates website hosting and maintenance	$2,500	$0	$0	$2,500
	Totals:	**$8,000**	**$3,500**	**$1,200**	**$12,700**

29. Remaining Proposal Expenses

29.1. Budget Item *

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total

#	Specify	Grant Funds	Cash Match	In-Kind Match	Total
1	Art supplies	$8,000	$20,000	$0	$28,000
2	StoryCorps Recording Equipment	$4,000	$0	$0	$4,000
3	352Creates other supplies	$1,000	$1,000	$0	$2,000
	Totals:	**$13,000**	**$21,000**	**$0**	**$34,000**

Amount of Grant Funding Requested: **$90,000**

Cash Match: **$302,520**

In-Kind Match: **$6,000**

Total Project Cost: **$398,520**

Proposal Budget Income:

30. Revenue: Admissions

30.1. Budget Item *

31. Revenue: Contracted Services

31.1. Budget Item *

32. Revenue: Other

32.1. Budget Item *

33. Private Support: Corporate

33.1. Budget Item *

#	Specify	Cash Match	Total	
1	UF Health Shands Hospital	$257,520	$257,520	
	Totals:	**$0**	**$257,520**	**$257,520**

34. Private Support: Foundation

34.1. Budget Item *

#	Specify	Cash Match	Total	
1	Children's Miracle Network	$20,000	$20,000	
	Totals:	**$0**	**$20,000**	**$20,000**

35. Private Support: Other

35.1. Budget Item *

#	Specify	Cash Match	Total

#	Specify	Cash Match	Total
1	Donor Support	$15,000	$15,000
	Totals:	**$0**	**$15,000**	**$15,000**

36. Government Support: Federal

36.1. Budget Item *

#	Specify	Cash Match	Total
1	NPR StoryCorps grant	$10,000	$10,000
	Totals:	**$0**	**$10,000**	**$10,000**

37. Government Support: Regional

37.1. Budget Item *

38. Government Support: Local/County

38.1. Budget Item *

39. Applicant Cash

39.1. Budget Item *

Amount of Grant Funding Requested: $90,000

Cash Income: $302,520

In-Kind Match: $6,000

Total Project Income: $398,520

40. Additional Proposal Budget Information (optional) - (Maximum characters 1166.)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

In addition to the in-kind support specified above, the artists in residence program utilizes 7,500 hours of work from program volunteers. Calculated at minimum wage, this represents an additional $60,750 in in-kind support.

H. Accessibility Page 8 of 10

1. Accessibility *

Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/ (http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/). We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

All of our programming is accessible to individuals of any cultural or socio-economic background, regardless of age, gender, ability, race, ethnicity, and/or language. As a healthcare system, our facilities are inherently and entirely ADA compliant and accessible. Every renovation and new building project is fully ADA compliant and all of our staff members are trained to recognize and report any ADA issues that might arise. In addition to maintaining facilities with the highest level of accessibility, we are able to provide special assistance, including language interpretation, wheelchairs or special seating, and adaptive technologies and equipment for our audience members and program participants.

Our programs are also designed with cultural diversity and accessibility in mind. Our artists work closely with UF Health Shands Human Resources department to develop programs that feature diversity awareness and celebration, and to cultivate our artists' abilities to successfully serve diverse populations. We employ artists and personnel who speak Spanish, Portuguese, Italian, French, German, and American Sign Language.

Our programs are a vital part of the cultural lives of Gainesville residents who cannot access or afford arts events in other venues. Our marketing strategies focus on reaching underserved audiences, and our facilities welcome those who need extra assistance or accommodations in order to enjoy participation in the arts. We print fliers and performance programs in large print and work with hospital translators as needed to ensure that everyone can access and actively enjoy our programs.

2. Policies and Procedures

- (•) Yes
- ( ) No

3. Staff Person for Accessibility Compliance

- (•) Yes
- ( ) No

4. Section 504 Self Evaluation

- (•) Yes, the applicant has completed the Section 504 Self Evaluation Workbook.
- ( ) Yes, the applicant has completed the Abbreviated Accessibility Checklist.
- ( ) No

4.1. If yes, when was the evaluation completed?

5/1/2017

I. Attachments and Support Materials Page 9 of 10

Attachment List

Please upload your required attachments in the spaces provided. .

1. Consultant's Resume *

2. Work Sample *

3. Resumes of Significant Personnel *

4. List of Recent Tours *

5. Educational Materials *

6. Standard Contract *

7. Promotional Materials/Press Kit *

8. Documentation of Local Arts Agency Designation *

9. Florida Residency Documentation *

10. Support Materials (Optional)

File	Title	Description	Size	Type	View (opens in new window)
Mullen_DCA letter17.pdf	Letter from the AIM Executive Director		305 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2719/Application/Files/Mullen_DC/ sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=EdgLvhIcilobjkAsGId8QCPSXFIOX252d
AIM trifold.pdf	Arts in Medicine Programs at UF Brochure		9793 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2719/Application/Files/AIM trifold.p 31&sr=b&si=applicationFileAccessPolicy&sig=SDJ3c4iizpP3iOpGTrBbyad%2B7wxmN2wIY9E3Q9r
UF Health Shands AIM Org Chart.pdf	UF Health Shands Arts in Medicine Org Chart		1741 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2719/Application/Files/UF Health S Chart.pdf?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=aTZXRqdhaV%2BMV5XJgu6WKQ6Q%2Bp%2FflDpt

File	Title	Description	Size	Type	View (opens in new window)
TinyBedvidlinks2017.pdf	Tiny Bed Sessions Videos		95 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2719/Application/Files/TinyBedvidl sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=IHScmqabZ3WInIDFY3EgxLPUSvqJ33e
UF Health Ensemble.pdf	UF Health Ensemble Flyer		210 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2719/Application/Files/UF Health E sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=bitUiXCseJpdCUp3Hn%2B3kGkmguDSTQJJ4MtQJN
AIM_EvalReport_2016-17.pdf	UF Health Arts in Medicine Program Evaluation		2218 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2719/Application/Files/AIM_EvalR sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=9YR0KHEuHUvOaJWNAzYjvzZ4NQcf9NP1PCGQXt
Lauren Poe_Why the arts matter.pdf	Article Gainesville Sun March 2017		75 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2719/Application/Files/Lauren Poe matter.pdf?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=x%2FIJ9CJyiQ74BVTfxzeVSQDroQ33aJ1uSFsNT5v
352Creates 2017_slideshow_info.pdf	352Creates Slideshow		19012 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2719/Application/Files/352Creates 2017_slideshow_info.pdf?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=9MwtKXCxHIwk1C28N8fF%2BqGHTzMga%2BpWXz
Dylan Klempner_Music and arts have impact.pdf	Article Gainesville Sun February 2017		727 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2719/Application/Files/Dylan Klem arts have impact.pdf?sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=DLajkDXy67U3d6K0A%2BtCrT5HSKJ6c578Lfj078pV
AIM_communityevents.pdf	Arts in Medicine Community Class Flyer		285 [KB]		View file (https://grantsblob.blob.core.windows.net/2019/Projects/2719/Application/Files/AIM_comm sv=2016-05-31&sr=b&si=applicationFileAccessPolicy&sig=F1iin9w1TN8X%2FML2QLTXBPWigtE5PoCX%2BqN

10.1.

J. Review & Submit Page **10** of **10**

1. Review and Submit

☑ I hereby certify that I am authorized to submit this application on behalf of {{organization}} and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

1.1. Signature (Enter first and last name)

Christina Mullen