

# Fundraising for Digital Archives Projects

NDSR Symposium | April 2016

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# the plan

- 1.) *intros + a call to imagination/action*
- 2.) *the current grants landscape*
- 3.) *tips*
- 4.) *q+a and a resource*

*Intros*

+ *a call to imagination/action*

# **What's your stake in this topic?**

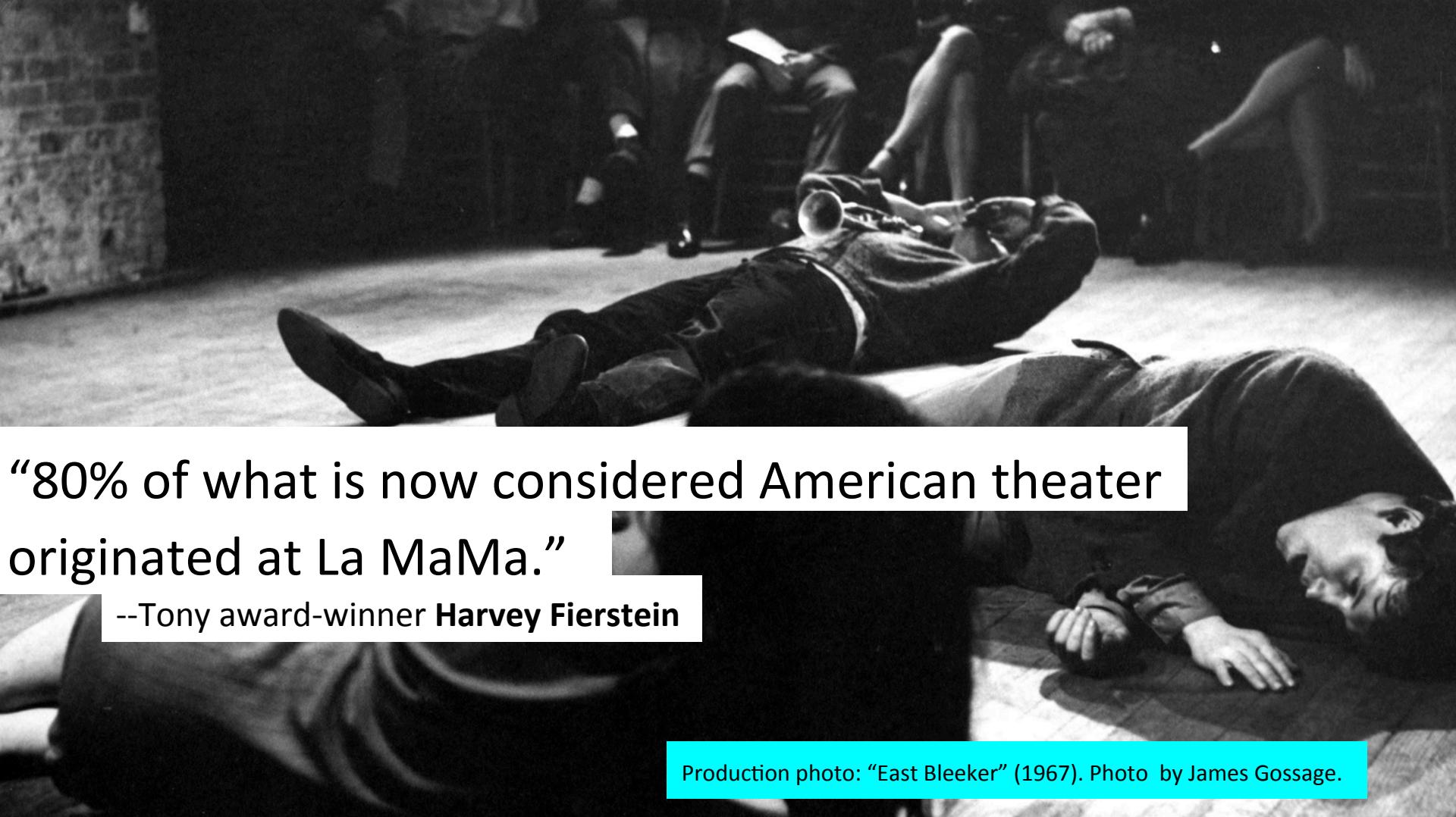
- What's your experience with fundraising? Have you ever done it?  
What methods have you used?
- Name one question you have (or one reason you're interested in learning more) about grant funding for archival work.

**A little bit about us.**

# La MaMa Experimental Theatre Club, founded in 1961.



Ellen Stewart, with performers at La MaMa, 1966 (photo: H. Gloaguen, UIN: OBJ.1966.0226)



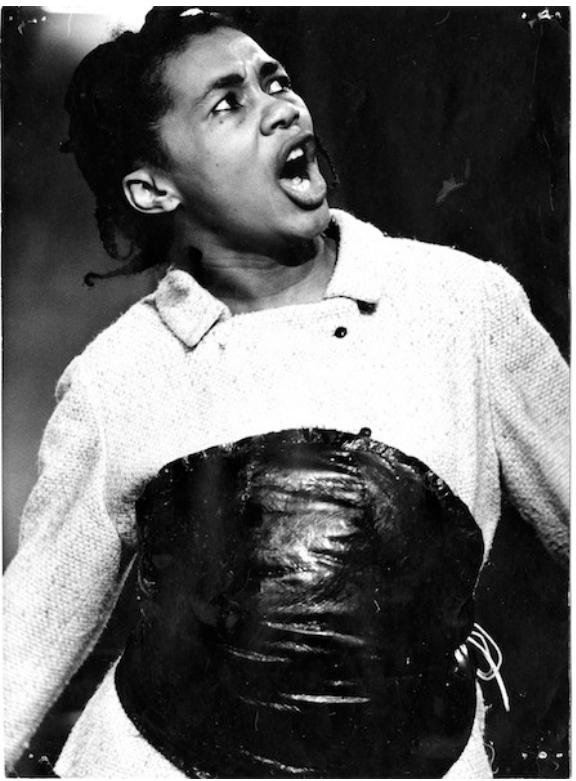
“80% of what is now considered American theater originated at La MaMa.”

--Tony award-winner **Harvey Fierstein**

Production photo: “East Bleeker” (1967). Photo by James Gossage.

# La MaMa Archives





**SOHO ARTS**

**What Do You Get When You Cross a Man with a Dress?**

**Holly Woodlawn** "As far as being a transvestite goes, I was myself so自觉!"

For the second O.C. Festival, the Soho Arts Center presents a new play by Sam Shepard, "What Do You Get When You Cross a Man with a Dress?" Directed by Bill Hart, the play is set in New York City in the early 1970's. It's the story of Holly Woodlawn, a transvestite who has just come out of a relationship with a woman. She's been offered a job as a hostess at a gay bar, but she's not sure if she wants to do it. She's also trying to figure out what she wants to do with her life. The play is a mix of comedy and drama, with some twists and turns along the way. It's a story about self-discovery and acceptance.

**Bob Baker**

Holly was one of those who had to fight for her rights, and she did it with grace and determination. She was a true pioneer of the women's movement, and her legacy continues to inspire us today. She died in 1992, but her spirit lives on through her work and her impact on the world.

**Cast:**  
Madeleine Le Roux as Cherry  
Ching Yeh as Wong  
Victor as Massae  
Daniel Landau as Chucky Puke  
Lee Kisman as Gnez  
Richard Blau as D.T.  
**Set by Donald Dudley**  
**Light by Johnny Dadd**  
**Sound by Alan Altman**  
**Stage Manager Bruce**  
**Lo Mama Staff:**  
**Jules Weiss, Business Manager**  
**Wesley Jenks, Administrative Assistant**  
**John Aronoff, Wilford Leach**  
**Artistic Directors**  
**Ellen Stewart, Executive Director**

A small black and white photo of three women standing together, with one woman holding a guitar.

Monday thru Thursday  
July 27-30 + midnight  
LA MAMA E.T.C. presents

**SHAVED SPLITS**  
**BY SAM SHEPARD**

directed by BILL HART

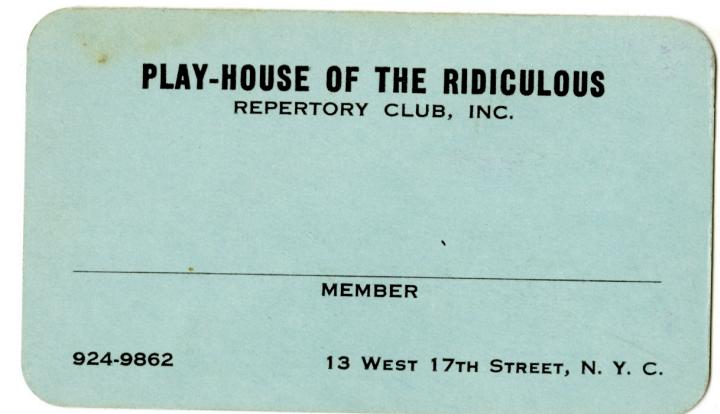
**CAST (in order of appearance)**

Madeleine Le Roux as Cherry  
Ching Yeh as Wong  
Victor as Massae  
Daniel Landau as Chucky Puke  
Lee Kisman as Gnez  
Richard Blau as D.T.

**Set by Donald Dudley**  
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## **La MaMa's main sources of funding**

- Events (gala, art auctions, cocktail parties)
- Foundation + gov't grants (CLIR, e.g.)
- Individual donations
- Ticket sales
- Space rentals

**Current method(s) of  
funding cultural/archival  
work is a historically-  
produced phenomenon.**



**we can + should *imagine new models*.**

# the proof:

a) It is done differently outside of the US

b) The system is the result of struggle + change

- **1930s**: establishment of Works Progress Administration, etc
- **1950s**: Eisenhower/Cold War diplomacy
- **1960s**: founding of the NEA + NEH
- **1970s**: establishment of 501(c)3 (nonprofit) tax-exempt status
- **1980s**: backlash-- Jesse Helms, the NEA 4, etc.
- **2000s**: new emphasis on the digital
- **2010s**: crowd-funding, social media

# some non-grants based fundraising strategies

- individual donations
- events
- membership
- crowd-funding
- merchandise
- percent-for-art
- the revolution



**the current landscape**

**grants for digital archives projects**

# Governmental sources

## Federal

**National Endowment for the Humanities (NEH)**

(<http://www.neh.gov/grants>)

**National Historical Publications and Records Commission (NHPRC)**

(<http://www.archives.gov/nhprc/announcement/>)

**Institute of Museum and Library Services (IMLS)**

(<https://www.imls.gov/>)

## state / New York

**Documentary Heritage Program**

([http://www.archives.nysed.gov/grants/grants\\_dhp.shtml](http://www.archives.nysed.gov/grants/grants_dhp.shtml))



## Division of Preservation and Access

### Common Heritage Grants.

*Funds 1-day digitization events; focused on the history of ethnic + geographic communities.*

### Preservation + Access Education.

*Funds workshops, consultations, preparation of informational materials.*

### Preservation Assistance Grants.

*Up to \$6,000 for preservation assessment + planning projects.*

### Humanities Collections + Reference Resources.

*Funds arrangement, description, digitizing, + conservation treatment.*

## Division of Digital Humanities

### Digital Humanities Start-Up + Implementation Grants

*Funds tools for digital preservation + access + innovative uses of tech for public programming.*

# NHPRC

## **Access to historical records**

*Funds preservation, arrangement, and online description of historical records*

## **Digital dissemination of archival collections**

*Funds the dissemination of digital surrogates via the internet*

## **Literacy and engagement with historical records**

*Funds projects that enhances use of digital historical records. RFP specifically mentions crowdsourcing, citizen archivists, the development of new digital tools + PDA*

**NYS**

## **Documentary Heritage Program Grants**

### **Funds:**

#### **Documentation, Arrangement, and Description projects**

*to identify and collect original materials about NY's history or to process and/or create access points (finding aids, catalog records) for existing collections*

#### **Topical priorities:**

economic change, military history, population groups, social reform + activism

**Note: born-digital projects are eligible, but *digitization projects are not.***

# Foundation grants

## The Council on Library and Information Resources (CLIR)

### **Digitizing Hidden Special Collections grants.**

*Funds efforts to digitize and openly share collections for scholarly and educational purposes.*

## The Knight Foundation

### **Knight News Challenge**

*Funds innovative digital innovation projects. Recent challenges have focused on building a stronger internet and leveraging libraries to build more knowledgeable communities.*

## The Andrew W. Mellon Foundation

### **Division of Scholarly Communication**

supports the creation, dissemination, use, + preservation of original sources + humanities scholarship; and aims to develop the sustainable tools, organizations, and networks of scholars and other professionals needed for these purposes.

*Smaller grants are available from a wide range of foundations, including the Gladys Krieble Delmas Foundation and the Society of American Archivists' Foundation*

**tips**

# Tip #1:

*all fundraising is about relationships*

# In practice this means you should:

## Cultivate (the right) donors.

*People love to give to organizations that understand their interests.*

## Talk to program officers at grant-making agencies.

*Seek them out at conferences; call + email them (when possible); invite them to visit. Attend webinars, when available.*

## Submit drafts when the opportunity exists.

**Tip #2:**

*Do your research*

# In practice this means you should:

**Stay abreast of philanthropic news.**

*Subscribe to Chronicle of Philanthropy, Foundation Center Newsletter*

**Learn what peer organizations are doing.**

**Dig into the 990s.**

*Who's giving to whom + how much?*

**Know each grant's criteria.**

*What specifically is each granting program looking for? Also know that not all available grants are right for your project.*

## EXTENDED TO NOVEMBER 16, 2015

OMB No. 1545-0052

## Form 990-PF

Department of the Treasury  
Internal Revenue Service

Return of Private Foundations

or Section 4947(a)(1) Trust Treated as Private Foundation

| Do not enter social security numbers on this form as it may be made public.  
| Information about Form 990-PF and its separate instructions is at [www.irs.gov/form990pf](http://www.irs.gov/form990pf).

2014

Open to Public Inspection

For calendar year 2014 or tax year beginning \_\_\_\_\_, and ending \_\_\_\_\_

Name of foundation

Name \_\_\_\_\_ Room/suite \_\_\_\_\_  
31

City or town, state or province, country, and ZIP or foreign postal code

NEW YORK, NY 10021

G Check all that apply

 Initial return Final return Address change Initial return of a former public charity Amended return Name change

H Check type of organization

 Section 501(c)(3) exempt private foundation Section 4947(a)(1) nonexempt charitable trust Other taxable private foundation

I Fair market value of all assets at end of year

J Accounting method

 Cash Accrual

(from Part II, col. (c), line 16)

 Other (specify) \_\_\_\_\_

► \$ 59,350,947. (Part I, column (d) must be on cash basis)

## Part I Analysis of Revenue and Expenses

(The total of amounts in columns (b), (c), and (d) may not necessarily equal the amounts in column (a))

	(a) Revenue and expenses per books	(b) Net investment income	(c) Adjusted net income	(d) Disbursements for charitable purposes (cash basis only)
1 Contributions, gifts, grants, etc., received			N/A	
2 Check ► <input checked="" type="checkbox"/> if the foundation is not required to attach Sch. B				
3 Interest on savings and temporary cash investments				
4 Dividends and interest from securities	870,450.	870,450.		STATEMENT 1
5a Gross rents				
b Net rental income or (loss)				
6a Net gain or (loss) from sale of assets not on line 10	4,973,060.			
b Gross sales price for all assets on line 6a				
7 Capital gain net income (from Part IV, line 2)		4,973,060.		
8 Net short-term capital gain				
9 Income modifications				
10a Gross sales less returns and allowances				
b Less: Cost of goods sold				
c Gross profit or (loss)				
11 Other income	23.	<5.>		STATEMENT 2
12 Total. Add lines 1 through 11	5,843,533.	5,843,505.		
13 Compensation of officers, directors, trustees, etc	0.	0.		0.
14 Other employee salaries and wages	80,719.	0.		80,719.
15 Pension plans, employee benefits	100,934.	0.		100,934.

SCANNED DEC 02 2015

<u>Date</u>	<u>Payee/Organization</u>	<u>Address</u>	<u>Foundation</u>					
			<u>City</u>	<u>State</u>	<u>Zipcode</u>	<u>Status</u>	<u>Purpose</u>	<u>Amount</u>
1/17/2014	Friends of Strays		Flushing	NY	11354	PF	General Purpose	-\$5,000
2/7/2014	New York Women's Foundation		New York	NY	10006	PF	General Purpose	-\$15,000
3/14/2014	Lesbian, Gay, Bisexual, and Transgender Center		New York	NY	10011	PF	General Purpose	-\$10,000
3/9/2014	Miss Hall's School		Pittsfield	MA	1201	PF	General Purpose	-\$10,000
4/16/2014	American Museum of the Moving Image		Astoria	NY	11106	PF	General Purpose	-\$10,000
4/15/2014	Asian Americans for Equality		New York	NY	10002	PF	General Purpose	-\$10,000
4/16/2014	Bartow-Pell Museum Mansion		Bronx	NY	10464	PF	General Purpose	-\$10,000
4/22/2014	Bronx Defenders		Bronx	NY	10451	PF	General Purpose	-\$15,000
4/18/2014	Brooklyn Public Library		Brooklyn	NY	11238	PF	General Purpose	-\$15,000
4/16/2014	Casita Mana		Bronx	NY	10459	PF	General Purpose	-\$10,000
4/15/2014	Community Ground Communities		New York	NY	10038	PF	General Purpose	-\$15,000
4/21/2014	Design Trust for Public Space		New York	NY	10013	PF	General Purpose	-\$15,000
4/17/2014	Food Bank for New York City		New York	NY	10075	PF	General Purpose	-\$25,000
4/23/2014	Fountain House		New York	NY	10036	PF	General Purpose	-\$40,000
4/15/2014	Girls Educational and Mentoring Services (GEMS)		New York	NY	10039	PF	General Purpose	-\$15,000
4/15/2014	Gods Love We Deliver		New York	NY	10013	PF	General Purpose	-\$15,000
4/15/2014	Hester Street Collaborative		New York	NY	10002	PF	General Purpose	-\$15,000
4/16/2014	Hightbridge Community Life Center		Bronx	NY	10452	PF	General Purpose	-\$10,000
4/15/2014	Housing Court Answers		New York	NY	10038	PF	General Purpose	-\$10,000
4/15/2014	Housing Plus Solutions		New York	NY	10036	PF	General Purpose	-\$10,000
4/18/2014	Jacob Riis Neighborhood Settlement House		Long Island City	NY	11101	PF	General Purpose	-\$15,000
4/24/2014	Jencho Project		New York	NY	10001	PF	General Purpose	-\$10,000
4/24/2014	Jumpstart for Young Children		New York	NY	10018	PF	General Purpose	-\$10,000
4/14/2014	Lawyers Alliance for New York		New York	NY	10016	PF	General Purpose	-\$15,000
4/14/2014	Lower East Side Tenement Museum		New York	NY	10002	PF	General Purpose	-\$20,000
4/15/2014	Make the Road New York		Brooklyn	NY	11237	PF	General Purpose	-\$15,000
4/17/2014	Making Book Sing		New York	NY	10017	PF	General Purpose	-\$5,000
4/22/2014	Mercy Center		Bronx	NY	10454	PF	General Purpose	-\$15,000
4/15/2014	Naumburg Orchestral Concerts		New York	NY	10024	PF	General Purpose	-\$10,000
4/18/2014	Neighbors Together		Brooklyn	NY	11233	PF	General Purpose	-\$10,000
4/21/2014	New York Botanical Garden		Bronx	NY	10458	PF	General Purpose	-\$10,000

# Likely criteria

- humanities scholarship/education
- significance/demand
- efficiency + collaboration
- sustainability
- track record
- accessibility
- replicability

# Tip #3:

Write grant narratives that sell the idea of your institution/collection

# In practice that means

Use lucid, direct prose.

**Be sure to convey the story of your collection**

*Who created it? Why does it matter? What's its main story? Why do we need to hear that story? Who will benefit from that story?*

q + a &

brainstorming

*A great resource:*

*Foundation Grants for Preservation in Libraries, Archives,  
and Museums. Freely available for download at:  
[loc.gov/preservation/about/foundtn-grants.pdf](http://loc.gov/preservation/about/foundtn-grants.pdf)*