

# Asheville Art Museum Early Childhood Programs

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## *FY2021 Early Childhood Grants*

### ***Asheville Art Museum***

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# Application Form

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## ***INSTRUCTIONS***

Buncombe County requests proposals for community based projects to enhance outcomes for young children and their families in our community. Grants made through the Early Childhood Education and Development Fund will be focused on access to quality early childhood care and education.

Please refer to the Grant Guidelines published on the Early Childhood Grants website at [buncombecounty.org/grants](http://buncombecounty.org/grants) for complete information about the grant program, including: Purpose; Funding; Eligibility; Timeline; Grant writing workshop; Review process; Awards; and more.

**Applications are due by 5:00 pm on February 14, 2020.**

## ***BASIC INFORMATION***

**BASIC INFORMATION – Before completing the application, please tell us a little about the request.**

### **Project Name\***

Asheville Art Museum Early Childhood Programs

### **Strategy\***

Recognizing that some projects will use more than one strategy, select the strategy that most closely applies to this project:

Supporting capacity and/or quality for existing programs

### **Funding Request\***

How much funding is this project requesting for FY2021?

\$15,000.00

### **Grant Guidelines\***

Have you read and understand the information presented in the FY2021 Grant Guidelines for Early Childhood Grants (Grant Guidelines)?

If no, please contact County staff to request assistance: Rachael Nygaard, (828) 250-6536 or [rachael.nygaard@buncombecounty.org](mailto:rachael.nygaard@buncombecounty.org).

Yes

## APPLICATION

**APPLICATION QUESTIONS – Responses to these questions will be scored by the grant committee. Each question is worth 10% of the final score.**

### Organization\*

Give a brief history, including date of founding, focus, services, and record of success.

The Asheville Art Museum's mission is to engage, enlighten and inspire individuals and enrich community through dynamic experiences in American art of the 20th and 21st centuries. Founded by a group of passionate local artists, the Asheville Art Museum opened its doors to the public in 1948. The Museum moved to 2 South Pack Square in downtown Asheville, NC in 1992. This location has recently reopened after a large-scale expansion and renovation project that increases the Museum's capacity to conserve, exhibit and interpret art of national and regional significance and to serve its local community and many visitors.

The Museum serves its communities with quality exhibitions, community outreach projects, school programs, and innovative adult engagement initiatives that showcase the diverse visual history and culture of regional as well as nationally known artists. In 2018-19, the Museum served 259,032 participants -- including 72,652 children -- through on- and off-site exhibitions and educational programs. The Museum's more than 498 education programs have reached 23,650 participants and provided as many hours of otherwise unavailable arts education and engagement.

### Need for the Project\*

What is the main issue this project is established to address? What data or qualitative factors/stories are available to show that need?

Recent studies have found that the educational achievement gap "seems to surface as early as 18 months and widen throughout early childhood," making early education interventions incredibly important in ensuring educational equity (Center for Education Policy Analysis). In 2015, the National Endowment for the Arts published "The Arts in Early Childhood," a review of current research on the benefits of art education in early childhood development. This review stated that arts education improved: fine motor skills, language abilities, social skills, and cultural awareness in preschool-aged children.

In low-income areas, children often lack access to ongoing experiences with the arts that are available to young people from higher income communities, both in school and outside of the classroom. Working with partner organizations, the Museum aims to ensure that high-quality arts experiences are available to all young people in Buncombe County.

Some of the most important developmental milestones in early childhood revolve around language and communication and motor skills. The Museum's early childhood programs are unique in addressing the connections between visual learning, reading-readiness, and fine motor skills in preschool children.

The Museum's early childhood programs were informed by a study in the International Journal of Education and Research which found that visual arts integrated with reading instruction is an effective method of teaching reading-readiness and can be an especially useful tool in responding to students with different learning styles. By combining interactive reading activities with hands-on art-making activities, lessons reinforce language concepts and develop crucial fine motor skills.

## Project\*

Explain the project and how it will work. Include the overall purpose and any models or evidence-based practices that will be included. What specific activities and milestones are included in the project plan?

The Asheville Art Museum requests \$15,000 to support an expanded offering of both on-site and outreach early childhood programming. The Museum's early childhood programs use a variety of art activities to enhance motor skills and aid language development and visual learning, while fostering an interest in the arts and providing socialization for preschoolers and caregivers.

Programs will include Storytime & Art and Tot Time. Storytime & Art takes place monthly at each of five different Buncombe County library branches; Tot Time takes place monthly on-site at the Museum. Both programs combine read-alouds with multi-media, art-based activities to aid in the development of motor and language skills for preschool-aged children. Tot Time attendees will also have access to the Museum's exhibitions and the Art PLAYce, a self-guided creative space hosting an array of art-based and art-making activities for children, including new artist-designed interactive elements and installations. Each Storytime & Art lesson will enhance pre-existing curriculum at library locations. The Museum's partnership with Asheville/Buncombe County libraries will provide further opportunities to reach low-income families and build diverse audiences over this year-long program.

These programs aim to: improve program participants' academic preparedness (specifically motor skills, language, and social skills); engender a lifelong enthusiasm for the arts and greater cultural awareness in program participants and their caregivers; and serve children and families with high-quality, accessible programming in their communities.

Program activities will be administered by Museum staff in partnership with library staff. The School & Family Programs Manager will work with partners to evaluate the programs. The Museum estimates conducting 60 total programs, including 50 outreach visits and 10 on-site programs, reaching 1,200 children and 1,000 caregivers.

## People Served\*

Who will be served by this project? Include demographics for children and families served, workforce, and/or any other relevant groups.

Early childhood programs serve preschool-aged children and their caregivers. Audience demographics are reflective of Buncombe County: 84% White, 7% Hispanic or Latino, 6% Black or African American, 2% Two or more races, and 1% Asian.

## Results\*

What results do you hope to achieve with this project? Be specific about how much impact the project will have in line with the goals of the fund, and how many people will be served.

For projects requesting funding for slots, also please include:

- Total new slots created
- Total slots maintained
- # of Subsidy slots created

- # of Subsidy slots maintained
- # of teachers/staff positions created
- # of teachers/staff positions maintained

The Museum estimates conducting 60 total programs, including 50 outreach visits and 10 on-site programs, reaching 1,200 children and 1,000 caregivers.

Students will practice using scissors, glue sticks and other art making tools such as paintbrushes appropriately. Art activities such as these encourage the development of fine motor skills because they require a refined use of the small muscles which control the hand, fingers and thumb. Fine motor skills allow children to write, feed themselves and utilize zippers and buttons. The art activities also improve communication by encouraging children to listen to instructions, develop vocabulary, ask for assistance, and discuss their artwork with peers and caregivers.

Long term, these programs will enrich the WNC community by strengthening family bonds through shared art experiences and by utilizing art to facilitate emotional, academic, and social development, encouraging children to mature into well-rounded adults. Programs will increase community access to affordable early learning opportunities and increase equity in the academic preparedness of children entering school.

## Evaluation\*

How will you know you have succeeded? Explain the project evaluation process, including specific measures that will be tracked.

Success will be determined by meeting program measurable objectives: increased academic preparedness in participants and a general enthusiasm for the art activities provided. Museum staff anticipate increasing at least 75% of participants' motor, communication, and language skills, cultural awareness and creativity, and enjoyment of the visual arts.

Outcome evaluation strategies are based on the national Smithsonian review "Evaluation of Museum Educational Programs" which recommends that Museums implement the three-tiered approach of interview, survey, and observation when evaluating educational programs. Teachers and caregivers will complete evaluative questionnaires on student performance in the areas of motor skills, language, social skills, and program value at the end of the grant cycle. Museum staff will continuously observe and evaluate student artwork and skills. Throughout the grant cycle, caregivers and educational staff at program sites will be interviewed about the effectiveness of the program and any recommended changes. Museum and program site educational staff will work together to track participation numbers.

## Equity\*

Describe your approach to racial and socio-economic equity, both inside and outside the organization. What are some specific examples of practices that are in place or to be put in place with this project?

The Museum strives to demonstrate equity and inclusion throughout the organization, including in programming, exhibitions, administration, and governance. The Museum actively acquires work for its Collection by African American and Native American artists and works to make sure exhibitions showcase

racially and culturally diverse artists. The Museum was also among the first wave of institutions to offer paid Curatorial Internships for Museum Diversity to diverse students with backgrounds underrepresented in museum staff.

The Museum regularly partners with local organizations to provide scholarships for minority, at-risk, and low-income students, and offers an array of low-cost and free programs to reduce financial barriers. Outreach programs, like Storytime & Art, also provide opportunities to serve people where they live to combat transportation and other participation barriers.

Museum staff create early childhood educational programming that is inclusive and accessible to children from all learning and cultural backgrounds. Early childhood outreach programs are specifically designed to target underserved communities to reduce the opportunity gap and increase educational equity among young children.

## Collaboration\*

List any formal and/or supportive partners. Describe their roles in the project. How will they make it stronger?

The Museum collaborates with local and regional schools, preschools, libraries, community and recreation centers, and more. Expected 2020-2021 partners for early childhood programming include North Asheville Library, Etowah Library, West Asheville Library, Enka-Candler Library, and South Asheville Library.

The Museum will work closely with these partners to create educational and engaging programs, communicate program opportunities to their networks and constituents, and connect with new audiences through continued community outreach.

## Budget\*

Download a copy of the budget form [HERE](#). Complete the form, and upload it using the button below.

Explain how grant funds will be used, specifically what type of expenses will be covered by County funds. Describe other sources of revenue, including type of funding, source, restrictions and status.

Asheville Art Museum FY21\_ECE\_Grant\_Budget\_Form.xlsx

County funds would be used for art supplies, marketing, travel to program sites, admission support for Tot Time participants, and some program staff time. On-site Tot Time programs are free for Members or included with the price of Museum admission (\$15 per adult; children under 5 are free). The Museum has a pending request with the PNC Foundation for early childhood program support.

Remaining project expenses (i.e. personnel and benefits) are supported through a mix of earned income revenues, general operating and general education support from private foundation, corporate, and individual sources. Some annual requests include: Scott B. & Annie P. Appleby Charitable Trust (\$100,000) and the Windgate Foundation (\$135,000).

## Sustainability\*

How will the project continue to succeed after the funding of the grant? Explain your plan for making this an ongoing effort.

Early Childhood Education will continue to be a priority for the Museum. The Museum has a strong annual fundraising plan with a mix of individual, corporate, government, and foundation sources. To sustain this program, the Museum will continue to: cultivate new corporate, private foundation, and individual support; increase Museum Membership; increase digital marketing to attract a wider range of constituent support; and increase attendance at annual fundraising special events.

## OPTIONAL INFORMATION

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**OPTIONAL INFORMATION – This information will not impact grant scoring but will be helpful to the committee.**

### Partial Funding

If the project were to be offered a grant for partial funding, what factors would need to be considered?

Museum staff will continue to seek program funding from other sources. If full program funding is not received, programs can be scaled accordingly. Museum staff may reduce the frequency of programs or alter art activities to reduce supply costs.

### Multi-Year Funding

If you would like this project to be considered for multi-year funding (up to 3 years), what amounts would you request for years 2 and 3? What milestones would this funding allow you to accomplish? Explain why more years are needed to accomplish goals.

n/a

### Resource Support

How can Buncombe County support your organization with this project and in strengthening your work (related to equity, scale, or impact)?

The Museum welcomes suggestions for and connections to new partnerships as well as participation in advocacy for the Museum and the Asheville arts community as a whole at the local, state, and national levels.

### Scale-up

What is your vision for how the strategies from this project could contribute to a significant scale-up the overall system to collectively address the child care crisis?

The Museum's early childhood programs expand the ecosystem of available options for parents seeking educational programming for their young children. In particular, they fill a gap in free and low-cost options outside of formal preschool and daycare. Outreach programs leverage resources with local schools and libraries and create models for future successful educational partnerships.

## Other

Is there anything else that you want the committee to know?

Parents, caregivers, and educators have seen the value of the Museum's early childhood programs over the past several years. The following quotes demonstrate the benefits these programs bring to the community:

"This program is so beneficial for my son. He has a learning disability and Storytime & Art is therapeutic for him because these activities give him a different way to learn and process his emotions. Art is important for the development of motor skills and I've noticed that he has more hand mobility since participating in this program. He's definitely better prepared for kindergarten now." - Storytime & Art participant

"Partnering with the Asheville Art Museum has brought an enrichment to our story programs at the Etowah Library. We have greatly enjoyed the quality of the art projects and have seen our overall program attendance increase over the last 6-9 months. Our families often comment on how much they enjoy the art projects brought by the folks from the Asheville Art Museum." -Library educator



## File Attachment Summary

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### ***Applicant File Uploads***

- Asheville Art Museum FY21\_ECE\_Grant\_Budget\_Form.xlsx

## Early Childhood Education

<b>Organization Name:</b>	
<b>Project Name:</b>	
<b>Grant Amount Requested:</b>	

<b>FY2021 Proposed Project Revenue</b>
Proposed Buncombe County Early Childhood Grant
List other sources: PNC Foundation
List other sources: Asheville Art Museum
List other sources:
List other sources:
List other sources:
List other sources:
List other sources:
<b>Total</b>

<b>FY2021 Proposed Project Expenses</b>	<b>Proposed Grant</b>	<b>Other Funds</b>
Personnel	\$ 10,000.00	\$ 22,329.00
Travel/Training	\$ 200.00	\$ 100.00
Technology		
Curriculum/Assessments		
Licensing/Dues		
Nutrition		
Transportation		
Supplies/Materials	\$ 3,000.00	\$ 1,400.00
Building Maintenance/Repair		
Rent/Occupancy/Utilities		
Furniture		
Playground/Outdoor space		
Printing/Marketing/Website/Postage	\$ 300.00	\$ -
Admin Expenses (Legal, Accounting, Insurance, etc.)		
Other (please list in comments section)	\$ 1,500.00	\$ -
<b>Total</b>		

<b>Overall Organization Budget</b>
FY2019 Actual Year-End Revenue
FY2019 Actual Year-End Expenses
FY2020 Adopted Budget Amount
FY2021 Proposed Budget Amount

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Amount
\$ 15,000.00
\$ 15,000.00
\$ 8,829.00
\$ 38,829.00

Total
\$ 32,329.00
\$ 300.00
\$ -
\$ -
\$ -
\$ -
\$ -
\$ 4,400.00
\$ -
\$ -
\$ -
\$ -
\$ 300.00
\$ -
\$ 1,500.00
\$ 38,829.00

Amount
\$ 1,434,509.00
\$ 1,813,197.00
\$ 2,530,383.00
\$ 2,400,000.00

## Development Fund

Alle Art Museum Association, Inc.
Art Museum Early Childhood Programs
\$15,000

Notes
Pending
Pending
Pending

Notes
Percentage of program staff costs
Travel to outreach sites (\$.58/mi x ~10mi roundtrip x 50 outreach visits)
Art supplies and books
Postcard mailing
Admission support (\$15 x 100 caregivers)

Notes
FY19 deficits are due to a number of restricted and multi-year grants which were received in prior years for which expenses will be paid out in FY20. These funds have been held in accordance with the grant awards.