Excellence in the Arts : Entry # 38

Is your organization a 501(c)3 nonprofit?

Yes

According to your 501(c)3 letter, in what town is your official office located?

West Hartford

Where will your project be performed or exhibited?

West Hartford

Will this activity occur after February 1, 2023?

Yes

Are you a recent grantee?

No

Organization Name

The Children's Museum Group

Organization's IRS Tax ID #

060896043

Principal Contact Name

Joe DeFeo

Title

Senior Development Coordinator

Email

jdefeo@thechildrensmuseumct.org

Phone

(646) 342-8906

Address

950 Trout Brook Drive
West Hartford, Connecticut 06119
United States
Map It

Website

http://www.thechildrensmuseumct.org

Amount requested this application

$7,500.00

What is the organization's mission/vision statement?

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The mission of The Children’s Museum is to provoke life-long experiential learning and innovation among children, adults and their communities.

Provide a brief history of your organization and its activities.

Now celebrating our 93nd year, The Children's Museum is a multifaceted science, nature, and creative learning center. It is the fifth oldest children's museum in the country and serves approximately 130,000 people annually.

The Children's Museum Group spans two campuses and includes the largest wildlife sanctuary in the state. Comprised of the group is The Children's Museum, with 36,000 square feet of exhibit space, classrooms, a planetarium, and a Preschool. Roaring Brook Nature Center, is a wildlife refuge and education center with nature-focused programs, exhibits, walking trails, and a wildlife rehabilitation center.

We provide the largest formalized Science & Technology Program for homeschooling families in the state. We offer no-cost STEM enrichment classes to over 10,000 children who attend low-income schools across CT and MA. In addition, we regularly offer school and summer vacation science camps, field trips, birthday parties, and animal demonstrations.

Describe the demographics of your audience/people served by your activities.

While we do not keep specific demographic information on hand, we do rely on the demographic breakdowns of the towns we serve. Our programs are attended by and serve a wide variety of demographics, both ethnic, socioeconomic, and geographically.

Describe your organization's governance.

TCM is governed by a Board of Trustees. The board meets eleven times a year, on a monthly basis. Attendance is usually over 70%. Comprised of 15 individuals, 100% of the board makes personal financial contributions. Our organization is structured in the following manner.

- An Executive Director who oversees:
- The Director of Operations and
- The Nature Center Director.

- The Director of Operations oversees:
- The Senior Development Coordinator and development staff;
- The Curator of Wildlife and Exhibits and curation and exhibits staff;
- The Education Coordinator and educators;
- The Preschool Director and preschool staff;
- The Operations Associate;
- The Facilities Caretaker
- The Guest Relations Manager and staff.

- The Nature Center Director oversees:

  • All the naturalists and educators who work at Roaring Brook Nature Center

What percentage of your board makes personal financial contributions to your organization?

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Out of 15 board members:

5 identify as female

2 identify as African American

Project Name

Cellobration!

Project Description

This project is a unique musical performance featuring Jeff Krieger, CT's award-winning electric cello maestro and Gene Gort Media Arts Director at the Hartford Art School. It will be a dynamic, hour-long concert of varied works for the electric cello presented in the Children's Museum's Gengras Planetarium with laser lighting and dome-projected images. We are scheduling this as an evening concert in late fall. It will include works from the Swedish composer, Mirjam Tally's *The Birds for Company* (where birds are more of an abstract source of inspiration, like fantasy birds from ancient times), as well as a series inspired by the late American composer, Donald Erb. His *Suddenly It's Evening,*
inspired by the poetry of Salvatore Quasimodo, is an introspective work, sometimes fiery and virtuosic and at other times reflective.

Project start/opening

10/23/2020

Project end/closing

10/23/2020

Project venue

Gengras Planetarium at The Children's Museum

Project town

West Hartford

Admission fees, attendance, and activity details

We've had to make changes due to the impact, both current and future, of the COVID-19 pandemic. We had planned to sell 145 tickets-the capacity of the planetarium, at 20 dollars person. We now understand that we need to expand the audience in new ways. To that end, if permissible, we will still offer a live audience in person attendance with a suggested donation or ticket price TBA, and live stream the concert on social media platforms free of charge.

How do you intend to promote/market this project?

This project will be promoted via social media (Facebook, Instagram) and through local media, both print and online, with a heavy emphasis on online promotion.

How is your organization going to use Roberts funding?

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The Roberts Foundation would be recognized on all promotional materials as the presenting sponsor/foundation, as well as all printed materials, signage, and future presentations (online, etc.).

What is your organization's definition of artistic excellence?

The Children's Museum defines artistic excellence as a piece, work, or program that inspires action, creativity, connections, and provides a starting point for children, their families, and caregivers to discover more.

How does this project align with that definition, and how does it advance your mission?

This project brings forward an immersion for the audience, that aligns with our philosophy of play based learning and interactivity. It also helps to create a curiosity about music, how it has been brought to life, the science behind the stars and lights, and helps to bring out the natural curiosity and interest that children show.

The various pieces that make up the whole can help children and those attending follow a natural path, from experience to education. It can bring about a desire to want to learn more about the world of music, the natural world, and the engineering and technology that went into the program.

How will your audience and the community benefit from this project?

The audience and community will benefit from the project, because it will introduce them to another level of education. By engaging the creative elements of science, arts, and technology, those who view this piece can see the "practical" outcome of STEAM. The various pieces coming together will help to strengthen the idea of a cohesive STEAM project, where every element works together to make something visceral, tangible, and memorable.

How will this project be evaluated?

The program's success will be based off of ticket sales, views, and unique interaction online. Given the strong shift to making this an online performance, we will be able to gauge the success by "likes," "shares," mentions, and interactions.

Cover letter

- Roberts-Foundation-Cover-Later.pdf

Board list

- 2020-TCM-Board-List-Addresses-Chair-Contact-Info.pdf

IRS 501(c)3 determination letter

- Tax-Letter.pdf

Financial statement

- TCM-Finan.-Stmts-and-Rpt-of-Ind.-CPA-2019-label-on-bottom.pdf

Last year operational budget

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- FY19.2-Program-budget-Board-Approved-revised-10.25.19.pdf

Current year operational budget

- FY2020-TCM-Organiz-Operating-Budget-label-on-bottom.pdf

Balance sheet

- TCM-current-year-Balance-Sheet-at-2-29-2020.pdf

Project budget

- Cellobration.pdf

Does your organization produce an annual report?

No

Has your organization adopted a strategic plan?

Yes

Strategic plan

- TCM-Strategic-Framework-2018-Short-Version.pdf

Have you contacted the Executive Director by email or phone to discuss this proposal?

Yes

Is your cover letter signed by your senior executive? on your letterhead? with your official office address?

Yes