Excellence in the Arts : Entry # 499

Are you a 501(c)3 organization in good standing with the IRS?

Yes

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

Windsor

Where will your project be performed or exhibited?

Windsor

Will this activity occur after November 1, 2025?

Yes

Are you a recent grantee?

Yes

Enter your Report Code

252883-Roberts2022

Organization Name

Windsor Art Center

Organization's IRS Tax ID #

261422815

Principal Contact Name

Neill Sachdev

Title

President

Email

president@windsorartcenter.org

Phone

(860) 688-2528

Address

40 Mechanic Street
Windsor, Connecticut 06095
United States
Map It

Website

https://windsorartcenter.org/

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Amount requested this application

$4,720.00

What is the organization's mission/vision statement?

Mission: The Windsor Art Center celebrates creativity and inspires an appreciation for diverse artistic cultures by showcasing the visual and performing arts.

Vision: The Windsor Art Center aims to reflect and enhance the aesthetic and cultural life of its visitors. It has produced over 70 varied exhibitions as well as educational and cultural programming such as performances, artist talks, demonstrations, workshops, and panel discussions, and educational programs for youth and adults.

Please describe the diversity of your board by gender and ethnicity/race. Use percentages.

Half of our Board Members are members of the BIPOC community. Members include visual and performance artists, Continuing Education teachers, and a Professor of Fine Arts at Trinity college.

Percentage # Race/Ethnicity
20% 2 African American/ Black
20% 2 Hispanic/Latino
10% 1 Asian / Pacific Islander
50% 5 Caucasian
100% 10 Total

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

90% of our board members make personal financial contributions, while all members donate time and professional services. Some donate 5-10 hours per week for curatorial work, volunteer coordination, financial oversight, and marketing. We intentionally created an inclusive board that doesn't require a set giving amount, allowing for diversity in financial backgrounds. All board members help fundraise to support our mission, fostering a sense of shared responsibility and community.

Detail any changes since your last application.

Since our last application, Development Officer Sarah McKay has left the organization. We have created a Development Committee, which is chaired by Board Member and Secretary Kristin Triff.

Project Name

Luminous: A Dialogue in Light and Color

Is this project related to the Visual Arts?

Yes

Will the artists associated with this project be financially compensated?

Yes

Project Description

Drawing from traditions of quilt making and glass painting, artists Alexandra Wahl and Eddie Hall each explore color and pattern, light and shadow in this juxtaposition of innovative artwork that brings light to the darkest season. The show will be

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accompanied by a reception, an artists' talk, a songwriter showcase with alocal musicians, and an open mic improv night with Windsor's Poet Laureate, Brittana "Versatile Poetiq" Tatum.

Project start/opening

11/15/2025

Project end/closing

01/03/2026

Project venue

Windsor Art Center

Project town

Windsor

Admission fees, attendance, and activity details

We expect a total audience of approximately 550 across all the events, based on numbers from previous events with associated programming.

How do you intend to promote/market this project?

WAC will use various marketing channels to promote the Luminous exhibit and events. These include creating social media posts, sending email newsletters, and distributing flyers and posters throughout the community in person and by mail. Additionally, we will reach out to local media outlets and community calendars to publicize the events. Collaborating with our partners, First Town Downtown, we will engage with the local business community to encourage collaboration and public awareness.

How is your organization going to use Roberts funding?

Our funded compensation of the artists will support their creation of abstract art that explores color and pattern, light and darkness, and the ways art can tie into conscious and unconscious states of being. The exhibition and associated public programming will connect directly with an established local audience engaged with textile art, quilting, and glass art, helping to fulfill our vision of offering outstanding educational and cultural programming to a broad range of community members.

How will Roberts support be recognized?

The Roberts Foundation will be recognized as the key sponsor of the Luminous exhibit. Their logo will be prominently displayed on all print and online marketing materials, including flyers, posters, social media posts, and the Windsor Art Center website. On-site announcements will also acknowledge the foundation's support and contribution. The foundation's name and logo will also be included in any press releases, media coverage, and interviews related to the exhibit and connected events.

What is your organization's definition of artistic excellence?

Artistic excellence in the performing arts means creating an environment where everyone has the opportunity to experience and participate in the arts. This requires a commitment to programming that reflects the diversity of our community and promotes inclusivity. We believe in providing a platform for artists from diverse backgrounds that also considers the broader impact of the work, including its ability to inspire and provoke thought, challenge assumptions and norms, and contribute to

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cultural and social dialogue.
We strive to provide access to the arts by removing barriers, such as physical, financial, or cultural, that may prevent individuals from participating. We believe that the pursuit of excellence requires a commitment to creativity, experimentation, and continual growth. Ultimately, our goal is to create a space where artistic excellence is not defined by exclusivity, but by the richness of experiences shared by all members of our community.

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

This event will present artistic offerings of quality, creativity, and originality that will appeal to and inspire a broad audience. The Luminous exhibition reflects this by removing barriers to participation, including ensuring that the venue is accessible to people of all abilities and economic backgrounds. This event creates a space where all members of the community can share their interests and experiences and take pride in their cultural community.

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

This exhibition, and the programming associated with it, will respond to and broaden demonstrated local interests in textile arts, connecting them with traditional visual art and exploring the synergies between the two. In addition, the spoken word event and songwriter showcase will generate awareness of the potential of both the visual and the performing arts to express psychological and intellectual states of being. By integrating the arts with the community it will provide economic stimulation to surrounding areas of Windsor and the Greater Hartford Area.

How will this project be evaluated?

Evaluation is based on various measures, including attendance, audience feedback, media coverage, and engagement on social media. Additionally, the project's impact on the community and the extent to which it achieves its goals of promoting inclusivity and diversity can be assessed through post event surveys. Success would include increased awareness and appreciation of textile arts, glass art, abstract art more broadly, and the interconnections between different artistic media. Participating artist feedback will also be a measure of success.

Cover letter

- 2025-Cover-letter-Roberts-Foundation.pdf

Current year operational budget

- Draft-of-WAC-FY-2025-Operational-Budget.pdf

Balance sheet

- 2025-WAC-StatementofFinancialPosition-1-1.pdf

Project budget

- WAC-2025-Luminous-Project-Budget.pdf

Does your organization produce an annual report?

No

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Has your organization adopted a strategic plan?

Yes

Strategic plan

- WAC-Strategic-Plan-Updated-2017.pdf

Does your organization have a formal policy or organizational commitment to ensure that visual artists are financially compensated?

No

Grant Report

- Windsor-Art-Center-Grantee-Reporting-Form-.pdf

Other materials?

- Eddie-Hall_Bio.pdf
- Alexandra-Wahl_Bio.pdf

Our strategic plan dates to 2017, and thus needs to be updated. However, since changes to the strategic plan require full board approval, which was not possible before the submission of this application, we are submitting the 2017 version. Additionally, please note that the FY 2025 operational budget is a draft that is expected to be approved at the August 14 Board Meeting. Finally, we'd like to acknowledge the importance of having a written policy for artist compensation, which we will create regardless of the outcome of this grant.

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