



Application

19669 - Project 2019-II (Arts In Education, Dance, Multidisciplinary Arts/Culture, Music, Theater, Visual Arts and Local History)

19730 - Performing Ourselves: Sharing Our Story, Sharing Our Dance

Project

Status: Awarded

Original Submitted Date: 08/01/2019 2:18 PM

Last Submitted Date: 10/30/2019 6:58 PM

Primary Contact

Name:* Ms. Mariah Meyer LeFeber
Salutation First Name Middle Name Last Name

Title: Co-Director, Performing Ourselves

Email: mariahlefeber@gmail.com

Address: Performing Ourselves
Lathrop Hall
1050 University Ave.
* Madison Wisconsin 53706
City State/Province Postal Code/Zip

Phone:* 608-957-1664
Phone Ext.

Fax:

Organization Information

Name: Performing Ourselves - UW Madison Dance Department (UW Foundation)

Organization Type: 501(c)(3) federal tax-exempt

Organization Website: www.performingourselves.com

Address: Lathrop Hall
1050 University Ave.

*	Madison	Wisconsin	53706
	City	State/Province	Postal Code/Zip
Phone:*	608-262-1691		Ext.
Fax:	608-265-3841		
Date when organization received 501(c)(3) federal tax-exempt status (mm/dd/yyyy)	03/15/2003		
Benefactor	No		

Project Information

Primary activities must fall within project period described in Funding Opportunity.

Project Start Date:	09/01/2019
Project End Date:	06/30/2020
Select category that best describes project (selection influences which advisory panel reviews application):	Dance
Date(s) during which community can attend and/or participate in project:	December 16, 2019 and May 2, 2020
Specific venue(s) or location(s) where community will attend and/or participate in project:	December - Overture Center for the Arts; May - Lathrop Hall, UW Madison Campus
Estimate Number of Individuals Engaged or Served	700
Estimate Primary Community/Population Served	
Ethnicity:	
Black/African American:	69.0%
American Indian:	1.0%
Asian American:	5.0%
Hispanic/Latino:	15.0%
White/Caucasian:	5.0%
Other:	5.0%
Combination of all ethnicities:	100.0%
Age Group(s):	
Youth (less than 18):	60.0%
Adult (18 to 30):	20.0%
Adult (31 to 60)	10.0%

Older Adult (60 plus): 10.0%

Dane County Supervisory District: All

Indicates the communities your project will serve. To look up your district(s):  

Community/Population Description:

This project serves youth in community center after-school programs and in school residencies. Secondary audiences are guardians and friends of the performing youth.

Additional notes about community/population served that explain selections. (Max. length is 50 words)

Abstract:

Provide a one or two sentence summary that could be used in future press releases to describe your project. (Max. length is 50 words.)

Performing Ourselves is a unique danced-based arts program that serves under resourced youth all over Dane County. This project aims to provide the funding for us to share our compelling story through marketing and online arenas, funding a contracted employee and the costs related to sharing through various platforms.

Fiscal Receiver / Secondary Contact Information

Use this section to enter the contact information for your Fiscal Receiver, if your organization is using one. If you are not, you may use this section to provide information for an additional project contact person, if appropriate.

Fiscal Receiver: UW Madison

Contact Person: Brenda Egan

Title: Managing Officer

Office of Research & Sponsored Programs

University of Wisconsin - Madison

Mailing Address:

24 N. Park Street, Suite 6401

Madison, WI 53715

Phone: 608-262-3822

Email: baegan@rsp.wisc.edu

How did you hear about this opportunity? Previous Applicant

Project Narrative

Applicant Info/Background

Provide a brief summary about you (for individual applicants) or your organization including history, programs, goals, major accomplishments, success stories. (400 words maximum)

Performing Ourselves is a dance outreach project based in Madison, WI that empowers youth and develops leaders through dance. The program teaches a movement-based curriculum to under resourced youth in schools and local community centers. Performing Ourselves combines dance education, dance/movement therapy principles and performance to foster embodiment, resiliency and positive self-concept in these youth. The program impacts 4-16 year old participants, youth who are 95% children of color and over 90% living in poverty. Additionally, Performing Ourselves hires and trains undergraduate dance majors to teach a unique curriculum to these youth participants in their community settings, providing them with valuable vocational experience.

Performing Ourselves began in 2012, and this coming year will support and complement classroom curriculum while exposing over 650 Dane County youth to the art of dance. Weekly throughout the 2019-2020 school year, Performing Ourselves will teach dance as a part of after school programs at over ten community centers and schools across the Madison area.

As Madison attempts to reduce its gaping opportunity chasm, Performing Ourselves offers tangible and unique programming to creatively address issues of inequity. In 2014, the Ensuring the Arts for Any Given Child initiative surveyed the state of the arts for children at 44 elementary and middle schools in the Madison area, determining that consistent dance programming provided by certified specialists is virtually non-existent in the Madison schools (ranging from 0-3% in schools city wide). This program works to fill this gap by providing dance education to youth who otherwise would not have access – believing that all children have the right to embodiment and creative expression. Janessa, a student from Allied Drive Learning Center, shares about Performing Ourselves, stating, "I like that there's a big group of us and no one judges each other. It feels very opening. Normally, I don't like dancing in front of people because I feel like I'm going to be judged but at dance group I feel like it's a safe space and there's no judging."

Project Description

Describe project's concept, design, artistic or historical merit, and how it will be presented to the community. (400 words maximum)

This specific project is focused on bringing increased awareness to the Performing Ourselves program through marketing and social media efforts. While Performing Ourselves pursues planned programming during the 2019-2020 academic year, marketing efforts will share the story of the twelve student teachers, program staff and youth participants as they engage in dance through community centers and schools spanning the Madison area. This story-sharing will increase community awareness of the program, and build the base of individuals who support the program as show attendees, champions of dance, and financial supporters.

Entering its eighth year of community based-programming, Performing Ourselves continues to operate primarily on grants and donations. At the heart of the program is the belief that every child deserves to experience embodied creativity, thus the program is always free of cost to participants. The program maintains a constant effort to expand a base of individual donors, who are believed to be the key to long-term sustainability for the program. In order to grow the donor base, Performing Ourselves needs to increase visibility, sharing the consistent work and impact of the program with local and national-level individual supporters.

This specific project aims to share the program story over the next year through several strategic steps. The primary financial ask of this grant allows the funds to hire a Performing Ourselves alumni teacher to serve as a contracted marketing employee. This individual, who understands the program with depth and nuance, will work 2-3 hours a week managing the social media for the program (primarily Facebook, Instagram and the Performing Ourselves website), visiting sites and schools to gather stories and spotlights from program participants, updating the website and assisting program leadership with fundraising efforts. Additionally, the ask requests funds for other primary means of sharing for the program: the cost of the website renewal for one year, t-shirts for all spring showcase participants, staff, site staff and volunteers, and posters and programs for the annual showcases. Through these outlets, the story of the program is shared through photographs, videos and quotes from current participants. These artifacts help the program to foster an understanding about the impact of the arts, specifically dance, in individual lives and communities.

Significance, Primary Community/Population Served and Public Value

Explain significance of project to the community and/or organization (why and why now). Articulate the public value of your project as it relates to the size and characteristics of the community/population. Explain why your project benefits Dane County and merits tax-payer dollars. (400 words maximum)

In December 2015, the National Endowment for the Arts published a study, *The Arts in Early Childhood*, that served as a literature review and gap analysis of the social and emotional benefits of arts participation in education. This study revealed a wealth of important information; related to dance, the literature concluded that low socioeconomic status is typically a barrier for students to participate in arts programming. Yet, according to a 2006 study by Lobo and Winslow, participation in dance resulted in improvements in social competence, pro-social behaviors and cooperation for participants. The 2015 publication suggested a need for further research on the impact of the all of the arts, and encouraged continued support for the arts in education - especially dance and theater, which are statistically less represented in schools and communities than visual art and music.

As indicated in the support letter from Peg Keeler, Principal at partner Leopold Elementary, dance is positively impacting students and building pro-social skills while encouraging expressivity and actively engaging participants as valued members of a team. Most notably, Performing Ourselves is providing high quality dance programming at no cost to participants who otherwise wouldn't have access due to barriers such as money and transportation. In many ways, dance is an "ivory tower art," but through Performing Ourselves, dance is made accessible to kids all across the community - supporting the belief that all children have the right to creative expression and embodied experiences. As members of the dance group, Performing Ourselves participants receive constant messages that they belong, they are important, and they are connected to the others in their group - both literally through movement and metaphorically as valued individuals and members of the group. This is a message of inclusion, acceptance and value that our community youth need today more than ever.

Implementation

Describe strategy and timeline to be used in developing and implementing project (planning, promotion/marketing/media plan, education and awareness-building activities, opportunities for engagement, access and participation) (400 words maximum)

Beginning as soon as August 2019, the Performing Ourselves marketing manager will be responsible for the following items on an ongoing basis:

- Posting and maintaining the PO online social media platforms, including but not limited to the PO Facebook Page and Instagram account. Efforts should be made to increase the followers and likes for social media pages to expand program reach.
- Updating the "About" sections on the social media platforms as needed.
- Maintaining and updating the PO website, www.performingourselves.com
- Obtaining and posting a monthly student spotlight, traveling to a different site each month and obtaining photos and interview information from a selected spotlight student (chosen in collaboration with the PO staff teacher and site staff) and then sharing these via the website spotlight page and social media
- Working with the team on an end of the year campaign during fall and winter, creating images, updating the website and making social media posts in order to enhance and support the campaign.
- Attending a short portion of PO teacher training at the end of August, asking teachers for bios and photos within shared requirements, talking about how teachers can work with/support marketing efforts and touching base with each teacher individually to make note of their requests for social media (i.e. okay to be tagged or prefer not to on their personal pages).
- Staying educated about best practices for marketing in order to share about Performing Ourselves in increasingly innovative and creative ways.

The Marketing Manager will carry out the above on an ongoing/monthly basis. In addition, this grant will support the following:

- Annual renewal of the PO web domain and website host.
- T-shirts for the May showcase performance, next year on May 2, 2019; this year additional funds are allotted in order to screen both the front and back of the t-shirts, so that community partners and supporters can be recognized (back of the shirt) in addition to the program and show (front of the shirt) information.
- Showcase marketing materials, including posters for both the December community-based showcases and the May joint, end of the year showcase, as well as programs for the May performance.

Intended Outcomes and Evaluation

Highlight intended results, outcomes, and indicators of success. Describe your project evaluation process. (400 words maximum)

Should this project be successful, there will be several markers to indicate the increased sharing of the Performing Ourselves story, including the following:

- The Performing Ourselves Facebook page will yield more likes and followers, increasing from the current 503 likes / 511 followers to an increase of 550 likes and 575 follows.
- The Performing Ourselves Instagram page will increase to 200 followers, an increase from its current status.
- Potential supporters, donors and friends will visit the website in order to learn more about the program, and gifts and donations will maintain or increase based on this attractional and informational website.
- Attendees at the December and May performances will increase, specifically the May Saturday showcase as the program adapts to running two showcases on the MAY date vs. one performance only in years prior to 2018.
- The Marketing Manager will secure and share (via the website and social media) student spotlight information from a different community partner each month.
- All participants in the May 2020 spring showcase will have and wear t-shirts that share about the program and the community partners; these t-shirts will provide unifying “costumes” on showcase day, and then spread the word about the program around the city following the showcase!
- The end of the year campaign will yield individual donations amounting to \$5000 or more total, supporting the program to successfully fund the program for the full year.
- Performing Ourselves staff will work directly with Josh Klemons from UW to fully understand and implement best practices for sharing on web platforms.

Do you believe the project fulfills the Special Award Criteria?

Special Award

Project Expenses (Cash)

Category	Explanatory Notes (25 char. limit)	Expense Covered by Grant	Cash Amount
Project-Specific			
Administrative Compensation	Operations Manager	No	\$14,733
Artistic Honoraria 1	Outreach Specialist	No	\$25,000
Artistic Honoraria 2	Co-Director	Yes	\$16,380
Artistic Honoraria 3	Students Teachers (7 total/included)	No	\$10,238
Artistic Honoraria 4	Student Administrative Assistant	No	\$1,260
Artistic Honoraria 5	Student Teacher Assistants (5 total)	No	\$4,050
Artistic Honoraria 6	Training Hours for Teachers	No	\$7,590
Supplies/Materials 1	Equipment - props, books etc.	No	\$700
Supplies/Materials 2	Website renewal fee	Yes	\$200
Promotions/Publicity/Printing /Postage 1	Contract Marketing Specialist	Yes	\$2,160
Promotions/Publicity/Printing /Postage 2	Show Posters & Programs	Yes	\$300

Space/Equipment Rental 1	Spring Showcase - General Costs	No	\$2,840
Space/Equipment Rental 2	Spring Showcase - T-shirts for all	Yes	\$1,534
Transportation 1	Fleet Vehicles for Students	No	\$4,500
Transportation 2			\$0
Other	Fringe - Students	No	\$949
Other	Fringe - Staff	No	\$20,762
Other	Continuing Education - Program Clinician	No	\$3,400
Other			\$0
Totals			\$116,596

Project Income (Cash)

Category	Explanatory Notes (25 char. limit)	Status	Amount
Earned Income (Include specific details)			
Sales			\$0
Admissions			\$0
Other Revenues 1	Program Partner Site Contributions	Pending	\$3,000
Other Revenues 2			\$0
Sub-Total			\$3,000
Individual Contributions/Gifts (List source in notes)			
1	Mary Alice Brennan	Confirmed	\$10,000
2	Individual Year End Gifts	Pending	\$5,000
3	Sustaining Donor Gifts	Pending	\$4,000
4			\$0
5			\$0
6			\$0
Foundation/Corporate Support (List source in notes)			
1	Grand Challenges (Collab)	Confirmed	\$11,897
2	Baldwin WI Idea Endowment (Collab)	Confirmed	\$7,088
3	Evjue Foundation, Inc.	Confirmed	\$13,000
4	Virginia Horne Henry Fund	Confirmed	\$23,400

5	American Girl Funds for Children	Pending	\$10,000
6			\$0
Public Grants (List source in notes)			
1	Madison Arts Commission Legacy Grant	Confirmed	\$1,500
2			\$0
3			\$0
Sub-Total			\$85,885
Other			
Other (Specify in Notes)	Rollover from 2018-2019	Pending	\$935
Other (Specify in Notes)	UW School of Ed - Steph salary/fringe	Confirmed	\$20,184
Other (Specify in Notes)	Clinical Supervision - Mariah to Mary	Confirmed	\$2,400
Other (Specify in Notes)			\$0
Totals			\$112,404

In-Kind (Non-Cash)

Row	Explanatory Notes (25 char. limit)	Status	Amount
In-Kind 1			\$0
In-Kind 2			\$0
In-Kind 3			\$0
In-Kind 4			\$0
Totals			\$0

Budget Narrative

Additional explanation of budget figures. Be sure that any explanation of budget figures in this section matches the budget figures included above.

See additional details via the budget attachment in the supporting documents section.

Budget Summary

Category	Total Cash Expenses	Total Cash Income	Total In-Kind (Non-Cash)	Total Request Amount	Total Request Percentage	Total Budget
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Grant Request Amount	\$116,596	\$112,404	\$0	\$4,192	3.6	\$116,596
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Attachments/Supplemental Materials

Attachment	Description	File Name	File Size	Type
Required (for all applicants)				Current Letter of support #1 from the community at large (highlighting artistic quality/merit, public value, commitment, ability to implement successfully)*
	Letter of support from Peg Keeler, Principal at Leopold Elementary School	POlos_pegkeeler.pdf	15.5 MB	pdf
	Letter of support from Josh Klemons, Digital Storyteller/Strategist from Reverb Communications	POlos_joshklemons.pdf	15.5 MB	pdf
			15.5 MB	Current Letter of support #3 (optional)
	Bios of key Performing Ourselves Personnel.	POkeybiographies.docx	15.5 MB	docx
				Short bios or resumes of key personnel*
				Logo/Image
				Logo or Image (to be used in listing project/program on a website if awarded a grant)*
				Performing Ourselves Logo
				Required For Applicant (Non-Profit Organizations Only)
				Performing Ourselves brief history and mission statement.
				POmissionandhistory_2019.docx
				Mission statement
				List of officers/board members and primary staff involved in project
				Performing Ourselves oversight and staff.
				POboardsandstaff.docx
				Year-end income/expense statement from immediate past fiscal year
				Performing Ourselves Budget - 2018-2019 budget year
				PO20182019_budget.docx

15.5 MB	docx	Income/expense statement from current fiscal year	Performing Ourselves Budget - 2019-2020 program year	PO20192020_budget.pdf
15.5 MB	pdf	IRS federal tax-exempt 501(c)(3) determination for your organization or fiscal receiver	Proof of UW Tax Exempt status.	UW W9_taxempt-2018.docx
15.5 MB	docx	Required for Applicants (Using a Fiscal Receiver Only)		
	Letter of Commitment from Fiscal Receiver	Fiscal receiver agreement with the office of Research and Sponsored Programs at UW Madison.	232697_Cover_letter.pdf	15.5 MB
pdf	Required For Applicant (Individuals Only)			
Resume or professional biography			15.5 MB	

Other Attachments



Dancers from Elver Park Neighborhood Center make a grand entrance during the May 2019 showcase, Hand in Hand. This image is an example of the beautiful documentation of the program that we share through our social media and marketing outlets.

916 KB



Program clinician Mary Patterson introduces the May 2019 showcase, while co-directors Mariah LeFeber and Kate Corby look on. Marketing efforts allow us to effectively spread the word about our program events to bring families and community members to the performances.



Dancers from the Lussier Community Education Center perform together, literally Hand in Hand, during the May 2019 showcase. This image is an example of the beautiful documentation of the program that we share through our social media and marketing outlets.

1.8 MB



A student from the Northport/Packers Community Center group warms up joyfully in one of the dance studios on showcase day. We love to share images of our dancers both in performance and also in the ongoing classroom environment.

903 KB



Our 2018-2019 team of UW teachers participates in a dance therapy experiential as part of their intensive training in August 2018. This image and the others here were all taken by Sarah Buchmeyer Maughan.

367 KB

Fields

Applicant/Authorized Official

Mariah Meyer LeFeber

Title

Performing Ourselves Co-Director

Date Signed

08/01/2019

Internal Data

Comments

Internal Attachments

July 24, 2019

Dear Dane Arts Grant Committee,

I am writing in support of continuing funding for the Performing Ourselves program partnership that has been an incredible experience for our students at Leopold Elementary School in the Madison Metropolitan School District. This program takes our students through a process of self discovery and collaboration with peers that other opportunities do not provide. I have observed students who struggle during the day to engage and regulate within their classrooms thrive during "dance club". We were able to help students to apply the things they learned about being part of a team, taking healthy risks during dance club back to the classroom. For many of our students, they are able to express themselves in ways that they didn't know were possible. Every child in the program builds stronger bonds with peers and adults. This in turn helps them to build an identity as an artist and member of a community.

Our teachers who co-lead the program are very committed to the students and the process of kids experiencing movement and music in this format. In fact, the teachers have told me that they feel more engaged in our school by having this leadership and learning opportunity. They become closer to our children and families and build connections that would not be there without the Performing Ourselves program. I am inspired by the commitment of our teachers and collaborators from Performing Ourselves. It's a wonderful and authentic partnership that taps into our children's brilliance.

I truly hope that this program can continue at Leopold - as it has changed the lives of many of our children who often do not have opportunities to go to dance class outside of school. They look forward to working hard, going through productive struggle and coming out a more developed person who knows more about their gifts and interests.

Please do not hesitate to call me with further questions at 608-204-4240 or email me at mkeeler@madison.k12.wi.us.

Sincerely,



Peg Keeler, Principal

Dear Dane Arts Review Committee,

As a person who knows the value of effective social media and digital marketing to support programmatic goals, I encourage Dane Arts to support the efforts for Performing Ourselves.

I provide training and consultation on social media and digital marketing for organizations of all shapes and sizes and I can attest to the results of an effective storytelling and digital marketing program — the right approach can mightily expand a brand's impact, reach, engagement, and support.

Performing Ourselves benefits from a strong community, and with additional support, they will be even better prepared to capitalize on their social media strengths, powerful imagery, and data to engage their donors and supporters, and connect with their many community partners.

Their proposal, as I understand it, includes hiring one of their teaching alum to manage their social media accounts as well as to provide regular updates to their website (which is crucial for branding and SEO). With the training I've provided to key staff within their organization, and with the benefit of strong support from their administrative home in the office of UW—Professional Learning and Community Education, I am confident that Performing Ourselves — with your assistance — is poised for success in their efforts to effectively market their program, engage their partners and supporters, and promote the impactful work they do in the community.

Thank you for your consideration,

Josh Klemons
Digital Storyteller/Strategist
Reverb Communication

Performing Ourselves // 2019-2020 Budget			
Personnel	FTE/ #hours	Salary/ hourly rate	Total
Program Co-Director, Mariah LeFeber	25.00%	65,520	\$16,380.00
Program Clinician, Mary Patterson	0.5	50,000	\$25,000.00
Program Manager, Stephanie Richards	0.25	58,930	\$14,732.55
Student - Administrative Assistant	105	12	\$1,260.00
Student Teachers – 6 at 105 hours/1 work study at 52.5	682.5	15	\$10,237.50
Student Teaching Assistants - 5	270	15	\$4,050.00
Training (46 hours)	506	15	\$7,590.00
Subtotal			\$79,250.05
Fringe Benefits	Percent	Total Salary/Stipend	
Staff	0.37	\$56,112.55	\$20,761.64
Student Teaching Interns & Admin	0.041	\$23,138	\$949
Subtotal			\$21,710.28
Direct Costs (S & E)			
Equipment (props, music, handbook, books)		\$700	\$700.00
Marketing/media (marketing, website)		\$2,500	\$2,500.00
December Showcase - Arts Collab Funds			
Spring Showcase			\$5,000.00
Subtotal			\$8,200.00
Travel			
Student teachers - to/from sites		\$4,500	\$4,500.00
Subtotal			\$4,500.00
Professional Development			
Program Clinician - Clinical Supervision	\$2,400	20hrs at \$120hr	\$2,400.00
Continuing Ed for Co-Director & Clinician	\$1,000		\$1,000.00
Subtotal			\$3,400.00
Total 2019-2020 Budget			\$117,060.33

Funding Source	Confirmed	Funding Source	Anticipated
UW School of Ed (Steph salary)	\$20,183.59	American Girl Fund for Children	\$10,000
Grand Challenges	\$11,897	Individual Year End Donations	\$5,000
Baldwin	\$7,088	Sustaining Individuals	\$4,000
Virginia Horne Henry	\$23,400.00	Dane Arts / Cycle 2 (marketing)	\$4660
Mary Alice Brennan / Individual	\$10,000.00	Rollover from 2018-2019	\$935
Evjue Foundation, Inc.	\$13,000	Sites Contributions	\$3,000
Madison Arts Commission	\$1,500.00		
Clinical Supervision (in-kind)	\$2,400		
TOTAL	\$89,467.76		\$27,595.00



UW Reference #MSN232697

Dane County Cultural Affairs Commission

PI: Stephanie Richards

Performing Ourselves: Sharing Our Story, Sharing Our Dance

This proposal has been administratively approved on behalf of the Board of Regents of the University of Wisconsin System and is submitted for your consideration. Please keep our office advised as developments occur with regard to this application.

The appropriate programmatic and administrative personnel of each institution involved in this grant application are aware of the sponsor's grant policy and are prepared to establish the necessary inter-institutional agreement(s) consistent with that policy.

All costs cited conform to established institutional policies and procedures. Our DHHS Negotiated Rate Agreement can be found at <http://www.rsp.wisc.edu/rates/rates.pdf>. Website: <http://www.rsp.wisc.edu/>

A final agreement is contingent upon the successful negotiation of terms and conditions acceptable to the University of Wisconsin-Madison.

We ask that you use the University's above-referenced proposal number in any future correspondence.

Questions regarding administrative matters should be directed to:

PreAward Services by email: preaward@rsp.wisc.edu or by phone: (608) 262-3822.

Questions regarding the technical nature of this application should be directed to:

The Principal Investigator.

Brenda Egan

Managing Officer

August 1, 2019