



We teach artists the business of being an artist. You have career options—find yours in the arts!
1402 Corinth, Ste. 210 | Dallas, Texas 75215 | 214-928-7006 | www.artsygroup.org

Date

Mr. Rich Man, Philanthropist
P.O. Box 1234567
Punta Gorda, FL 33951-2047

Dear Mr. Man:

[STATE YOUR INTENT]: The _____ Organization is seeking funding for support of our [INSERT YOUR PROJECT]. We are grateful for the support we have received from supporters in the past, and think this new proposal may be of comparable interest to you. We think this project is very much aligned with the goals that you have supported in the past.

[INTRODUCE YOUR ORGANIZATION AND THE PROBLEM]: In 1999, the blueprint of Hearts for the Arts, Inc. was formed as a means of support for adult artists who wanted to make a career of their talents. However, we soon discovered that young artists, ages 14 to 25, that held stunning artistic ability, are denied the opportunity to reach their creative potential because our schools do not effectively serve them.

[YOUR SOLUTION]: As a solution, Hearts for the Arts, Inc. addresses this problem at the root by reconnecting the arts and education to create learning environments that promote academic, social and career development in creative youth. We have made it our mission to exist as a building block of support to help young artists live successfully and independently.

The project for which we request funds will make a difference in the lives of those who are affected by the HIV/AIDS epidemic in the following way:

[YOUR INTENT AND HOW YOU WILL EXECUTE]: With the support of parental and community involvement, we intend to develop relationships within communities, corporations, schools, arts organizations, social service agencies, youth organizations, juvenile facilities and others to offer our programs as a second-chance opportunity. That way, young artists who are at-risk, need community service hours or simply need re-direction will have a positive source of reinforcement.

It will take [INSERT AMOUN OF TIME] and [INSERT AMOUNT OF MONEY] to make this program a success, and we expect the following, concrete results:

[LIST ABOUT THREE OBJECTIVES]

- Objective #1
- Objective #2
- Objective #3

[YOUR VISION, MISSION]: Today, the purpose of Hearts for the Arts, Inc. is to provide the training, education, resources and motivation necessary for all young artists, regardless of their socio-economic background, to attend college, build a successful business or start a career in the arts.

Through our mission, program and objectives, over the next five years, we intend to make clear our vision to be recognized within the walls of academia as a state leader in promoting a broader awareness of the viable career options that exists within the arts. A full proposal pitch is planned later this month.

Sincerely,

Name, Title
Organization Name
Address, Phone Number, Web Address



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1. Program Overview

The purpose of Hearts for the Arts, Inc. is to teach artists the business of being an artist so they can recognize the viable career options that exist within the arts. We venture beyond traditional training techniques to prepare creative minds to attend college, build a successful business, start a career in the arts or boost the one they have.

Mission: to exist as a building block of support to help artists live self-sufficiently while working within the arts.

Vision: to be recognized within the walls of academia, throughout society and within the arts, as a leader in promoting a broader awareness of the viable career options that exists within the arts.

2. Training Overview

Our training and resources promote the personal, academic and professional development of artists. Primarily, we focus on business development so artists will learn to effectively market themselves and their work, or find employment where they can utilize their talents.

Our training is taught by experts that enrich emerging or seasoned talent with opportunities to explore art as a form of expression, career path, and/or community advancement. To this end, Hearts for the Arts, Inc. has combined the arts with education and awareness to develop the following programs:

Teen ARTpreneurs Program – Our teen program is for young artists, ages 14- to 17-years old. We provide them with the fundamentals of what it takes to find and secure a career within the arts. In addition, we offer a surgically focused life skills workshop that includes signing an abstinence contract, commitment contract and more.

All Arts of Considered – For artists ages 18 years and older looking to launch a career in the arts, All Arts Considered offers business-building workshops to help them turn talent to profit by implementing practical business strategies.

The Jo Calloway Agency – For all our artists, our talent consulting division provides resources, talent management and performance preparation. We believe that all artists should be paid for their talents, so in addition to production, we network with a pool of businesses and organizations that can provide employment to artists.

3. Company Description

In 1999, the blueprint of Hearts for the Arts, Inc. was formed as a means of support for adult artists who wanted to make a career of their talents. However, we soon discovered that schools today are minimizing art programs that once allowed students to actively participate in creative work. As a result, many young artists today have stunning artistic ability, but do not have access to opportunities that can help them reach their creative potential.

As a solution, Hearts for the Arts, Inc. addresses this problem at the root by reconnecting the arts and education to create learning environments that promote academic, artistic, social and career development

in creative youth. We venture beyond traditional training techniques to teach artists the business of being an artist so they can recognize the viable career options that exist within the arts.

To expand our reach, Hearts for the Arts, Inc. broadened our relationships to become an effective prevention/intervention program. Our methodology links learning and life as a reinforcement to break cycles of generational poverty and delinquency. In youth that show creative potential, but whose lives are webbed with antisocial behaviors, our programs will become a second-chance opportunity for them to have a positive source of reinforcement and get on a positive path.

4. Program Goal

By the end of training, each artist will be equipped with concrete tools, education and resources that can ensure their personal and professional success within the arts.

5. Curricula

Teen ARTpreneurs (14-17)

Turn Your Talent to Profit

- Motivational Opening Presentation

The Marketing Department

- Pt. 1: Branding and Marketing Yourself
- Pt. 2: Branding and Marketing Your Work
- S.M.A.R.T. Goal Setting
- Job Searching, Interning & Networking

Money Matters

- How to Price Your Work and Negotiate Fees
- Bartering and Business-building
- Finding FREE Money for Work and School
- Money Management & Taxes

Law and Order

- Agents & Managers
- Copyrights & Contracts
- Exposure & Commitment
- Creative Collaborations

ARTpreneurship

- Running a Business
- Chicks & Dudes, Tools & Rules
- Practicum: Business Start-up

All Arts Considered (18 and older)

Turn Your Talent to Profit

- Motivational Opening Presentation

The Marketing Department

Workshop 1:

- Marketing Yourself: Image, Branding, Personal Style, Discipline
- Marketing Your Work: Resume, Traditional and Social Media, Portfolio

Workshop 2:

- Freelancing: Finding Work, Securing the Work, Repeat Business
- Networking, Cold Calling, Time/Organizational Management

Money Matters

Workshop 3:

- Pricing Your Work, Bartering, Free Money, Taxes
- Money Management, Taxes, Investing

Law and Order

Workshop 4:

- Contracts, Copyrights, Licenses, Managers, Agencies, Consultants
- Organize Your Inventory: Keeping Up with What You Own (*TalentTracker*)

Workshop 5:

- Managing Your Connections – Mentoring Matches

ARTpreneurship

Workshop 6:

- Running a Business
- Chicks & Dudes, Tools & Rules
- Practicum: Business Start-up

Art Supplies

- A.R.T. Resources for College - help with the application, registration & tuition process for college
- Career Summits –presentations used to attract artists and decision-makers to program
- D.A.N.G. – Dallas Artists Networking Group
- Get Active. Go Green! – education and awareness campaign to make our Planet green
- Mentoring Match Program - lifelong relationship with an industry expert
- Parent Education - workshops that provide tips on raising, guiding and supporting talented teens
- Poetry Gumbo-Rated PG – open mic events for teens/tweens that elevate, inspire and energize
- The Art of Reading – practical handbooks for artists that boosts creativity and financial success

6. Objectives

- Improve reading, writing and thinking skills;
- Foster leadership, positive self-esteem and marketability in teens and tweens;
- Help teens and tweens successfully transition into adulthood;
- Aid families in need and keep students safe;
- To help young artists turn artistic challenges into executable and profitable plans;
- Reveal the importance of developing valuable relationships; and
- Break cycles of generational poverty.

7. Training Schedules

Teen ARTpreneurs

Days: One per week
Time: 3.0 Hours
Duration: 8 weeks

All Arts Considered Business-building Workshops Schedule

Days: Once every other month
Time: 8.0 Hours
Duration: 1 Day

8. Terms and Conditions

If accepted, the proposed agreement between Hearts for the Arts, Inc. and your company shall be as follows:

Hearts for the Arts, Inc. will provide:

1. Trainers. Hearts for the Arts, Inc. will provide qualified, expert trainers to facilitate each session.
2. Registration/Waivers/Consents. All artists must turn in completed registration and parental consent forms.
3. Contracts. All artists, 14 to 17, must sign a contract outlining their responsibilities and understanding of discipline, and are encouraged to sign an Abstinence Contract to solidify their commitment to their social, professional and self-development.
4. Marketing. Provide one-half (1/2) of the marketing efforts for the Teen ARTpreneurs Training or All Arts Considered Business-building Workshops using our existing media in conjunction with your company's marketing strategies as a cross-promotional gesture.
5. Academics. For 14 to 17-year old artists, all grade averages are accepted, but significant progress is required to remain in the program. If grades fall below a "C," artist must agree to participate in tutoring.
6. Accountability. Artists are responsible for getting to training areas on time, signing or initialing an enrollment list each day and upon release, going directly to their next destination, unless the trainer uses the same training room. If tardiness or absence from training becomes a problem, a parent, program director or other representative will be notified for 14 to 17-year olds, and dismissal from the program will be enforced for 18 and older artists.
7. Emergencies. In the case of unforeseen circumstances such as tardiness of instructor(s), illness, inclement weather, etc., we will call, text and/or e-mail and alert necessary contacts with instructions.

Your company will provide:

1. Artists. Between the ages of 14 to 17 or 18 and older, as it applies, who are affiliated with your company.
2. Venue/Equipment. Provide the venue and setup for training (i.e., tables, chairs and A/V).
3. Marketing. Provide one-half (1/2) of the marketing efforts for the Teen ARTpreneurs Training or All Arts Considered Business-building Workshops using their existing media in conjunction with Hearts for the Arts, Inc. as a cross-promotional gesture.
4. Payments. Payments must be made within 30 business days upon receipt of invoice. Delinquent bills will be assessed an additional \$15 charge if payment is not received within 10 days after the final due date. If an amount remains delinquent 30 days after its due date, an additional 5% penalty will be added for each month of delinquency. Hearts for the Arts, Inc. reserves the right to cease all training classes until final payment is made. In case collection proves necessary, your company will agree to pay all fees incurred by that process. This agreement becomes effective only when signed by both parties. Please pay on time. All payments will be made in U.S. funds.

9. Discipline

On our Board of Directors, the majority of our members have extensive backgrounds in education, counseling and working with at-risk youth, and at least one is a licensed, youth and family counselor. Together we adopted the following guidelines for discipline:

Since the root word “discipline” is disciple, which means to teach and train, we provide all our trainers with one hour of the research-based Behavior Modification technique to prevent disciplinary problems during training. Our methods include the following strategies:

- Ignoring
- Modeling through re-direction
- Natural/Logical consequences:
 - No participation = unsuccessful completion of training
 - Using cell phones during instruction = take them away until the end of training or if it continues, take it up at the start of training.
- Listening and validating
- Providing encouragement
- Restricting activities
- Behavior anticipation
- Enhance positive self-esteem

10. Past Experiences and Performance

Timeline	Activity
2003	<p>Hearts for the Arts, Inc. was introduced at a youth shelter for at-risk teens. There, we conducted workshops that taught teens how to turn their talent to profit; we presented self-esteem workshops and forums to discuss the plight of teens during the time; we held fund-raising activities such as a carnival where we invited the public to attend and participate and purchase food.</p> <p>The money raised went toward operational costs and supplies for more training workshops.</p>
2005	<p>Hearts for the Arts, Inc. was engaged as a public speaking forum at middle schools in Dallas, Texas. Middle school-age students participated in interactive speaking engagements to find out what their concerns were with their futures, how to turn their talent to profit and were given strategies for accountability.</p>
2007	<p>Hearts for the Arts, Inc. was a successful pilot program at a middle school as a class period to prove that at-risk teens could turn their lives around if they were given tools and resources that would equip them to turn their talent to profit and be offered character-building strategies to be the best “you” they could be.</p>
2008-2009	<p>Hearts for the Arts, Inc. partnered with the City of McKinney and also the HappyNia Dance Theatre Productions to offer our training program to company dancers and actors. We also engaged in speaking engagements as well across the cities of Dallas and McKinney, Texas.</p>
2010	<p>We were commissioned by the Urban League of Greater Dallas to offer our workshop during the summer. We incorporated the principles of the S.T.E.M. program to show how the arts and education are elemental as they relate to Science, Technology, Engineering, Math.</p>
2011	<p>Invited by NOBCChE (4/18 – 4/22) to present how the arts are relevant to S.T.E.M. in a speaking forum. We have also agreed to offer our workshops in Dallas and Houston.</p>

11. City Relationships

In 2005, Hearts for the Arts, Inc. participated in the Neighborhood Touring Program. We visited several schools and provided public speaking and training workshops within middle schools to teach young artists and college students the business of being an artist.