

## APPLICATION SAMPLE

### ELIGIBILITY QUESTIONS

Eligibility requirements are addressed in the next few questions. Please do not apply if you do not meet the requirements.

Which eligible USA-based organization do you represent?\*

- Tribal government operating cultural facilities such as archives, libraries, museums, community centers, arts councils, historical societies, or other types of organizations providing humanities and cultural programming.
- Native cultural institution with 501(c)3 status.
- Non-native cultural institution with 501(c)3 status working in partnership with a state or federally recognized tribal entity.
- Higher education institution working in partnership with a state or federally recognized tribal entity.

*Organizations that are **NOT** eligible are for-profit organizations, individuals, organizations without paid staff, political or advocacy organizations, or non-tribal government agencies.*

**Does your organization have a DUNS number?\***

- Yes
- No

*Organizations are required to have a DUNS number.*

**Does your organization have paid staff?\***

- Yes
- No

*Organizations are required to have at least one paid staff member.*

**Does your project support one of the following COVID-19 recovery activities? There must be a connection between the category and humanities activities.\***

- Operating expenses
- Rehiring furloughed employees
- Retaining current staff
- In-person humanities-based programs
- Virtual humanities-based programs

*Projects must involve at least one of the above activities.*

**Has your organization previously received American Rescue Plan funds from the National Endowment for the Humanities?\***

- Yes
- No

*Organizations that have received American Rescue Plan funds directly from NEH (through the American Rescue Plan: Humanities Organizations program) are not eligible to apply for funding through ATALM's sub-grant program.*

## APPLICATION QUESTIONS

**Represented Tribe\*:** Example Tribal Nation

**Organization Name\*:** Example Tribal Nation Heritage Museum

**Organization Website:** [www.ExampleNationHeritageMuseum.org](http://www.ExampleNationHeritageMuseum.org)

**Organization Address\*:**

123 Heritage Lane  
Example City, NM 87654

**Country:** United States

**Organization Director:** Ellen Thompson

**Organization Director Title:** Executive Director

**Organization Director Phone Number:** (765)555-1111

**Organization Director Email:** [director@enhm.org](mailto:director@enhm.org)

**Project Director Name:** Jean Lewis

**Project Director Title:** Cultural Outreach Program Director

**Project Director Phone Number:** (765)555-2222

**Project Director Email:** [outreach@enhm.org](mailto:outreach@enhm.org)

**Employer Identification Number (EIN):** 72-12345678

**DUNS Number:** 123456789

**Organization Annual Operating Budget:** \$421,642.15

**Project Title:** A Digital Humanities Program for Cultural Lifeways Instruction

**Project Summary: Please provide a one-paragraph synopsis of your project.**

The Example Nation Heritage Museum's (ENHM) Cultural Lifeways Digital Humanities Program is a cross-cultural teaching and demonstration program designed to serve multiple generations. It builds on 13 years of successful in-person humanities programs that have been diminished because of the COVID-19 pandemic. ENHM requests \$47,116 to create a virtual classroom in which presenters can deliver humanities programming online to a minimum of 3,500 participants. Each cultural demonstration will be livestreamed and tailored to the needs of individual audiences. Recordings and online resources will be made available to participants after the program takes place.

**Project Start Date:** 3/1/2022

**Project End Date:** 2/28/2023

**Project Amount Requested:** \$47,116

**IMPACT OF COVID-19: Please describe how your organization has been affected by the economic impacts of COVID-19. For example, did you lose revenue? Layoff staff? Risk permanent closure?**

Since 2007, the ENHM has shared its tribal history, culture, society, and lifeways with a broad regional audience through its Cultural Outreach Program. This program provides live demonstrations, lectures, and interactive participation in humanities subjects. Throughout a typical pre-pandemic year, the Outreach Program provided programming to approximately 180 organizations throughout the region, or about 7,500 individuals. In late March 2020, the board of directors suspended the Outreach Program due to safety concerns resulting from the COVID-19 pandemic and the resulting closure of schools and civic organizations,

Suspending the live programs led to loss of income, including revenue from admissions, gift shop sales, and private donations from foundations and individuals. The Cultural Resource Director was furloughed and contracts with cultural practitioners were not renewed.

In addition to the loss of income and staff, suspending the Cultural Outreach Programs also impacted the ability of ENHM to connect with community members and public audiences. Maintaining a living culture requires continuous community engagement.

**HUMANITIES PROGRAMS: Please describe the humanities programs offered by your organization.**

For over a decade, the in-person Cultural Outreach Programs enabled community members and others to develop skills in traditional cultural practices that are unique to the Example Tribal Nation. Programs included interactive participation in the humanities through demonstrations of cultural practices, language instruction programs, and scholarly discussions. During a typical year, 180 programs were presented to audiences numbering over 7,800. Programs were tailored to the interests of the audience, including focus and timing. Most programs are one to two hours, although can be extended if a more in-depth introduction to the subject is desired.

The format of each presentation employs the History-Social Science Framework by integrating the teaching of history with other humanities and social science disciplines. Within the context of this

framework, history is broadly interpreted to include not only the political, economic, and social constructs of Example Tribal society but also beliefs, religion, language, culture, arts, architecture, oral history, and technology.

While the program focuses primarily on the Example Nation Reservation, it serves individuals and groups around the state and region. Participating organizations include schools, civic groups, local clubs, organizations, schools, foundations, and community groups. Nearly 60% of these institutions primarily serve youth through schools and programming; the remaining 40% of participating organizations serve adults. Typically, these institutions were adult education and staff development programs, universities, community groups, and other local associations.

**PROJECT DESCRIPTION: Please provide a detailed description of the program or project for which you are seeking funding.**

ENHM requests \$47,116 to implement its Digital Humanities Cultural Heritage Programs consisting of 100 sessions livestreamed over the Zoom application. Programs will be offered on the first Tuesday evening of each month and also on demand as schools and civic organizations request.

The virtual programs will build on the success of the live programs but will require alternate forms of audience engagement. For example, some cultural lifeways programming combines scholarly discussion while also engaging participants in hands-on activities like basketmaking or finger weaving. Instructors will discuss the gathering of materials, history of the artform, how it has evolved through the years, and the role it plays in sustaining cultural lifeways. Participants may opt to have materials sent to them in advance for a nominal, cost-recovery fee or purchase their own materials from a provided supply list. Materials will be mailed to participants in advance of the program, along with supporting handouts and “how to” guides. Following the program, recordings, material lists, and handouts will be provided to the participants. At the conclusion of the project, some sessions will be uploaded to ENHM’s website and made available free of charge.

ENHM requests funding to support the part time salary of Outreach Program Director Jean Lewis (\$24,000) as well as contract presenters Robert Brown and JP Folsom (\$10,000 total). The director and contractors were furloughed when the live programs were cancelled.

To provide high quality recordings, ENHM will establish a studio. Funds are requested for lighting, camera and background kit (\$4,685), and a sound kit (\$865.00). The museum has an isolated room it can allocate to a permanent recording studio. Not only will the studio allow ENHM to present virtual programs, but it will also allow for additional programming, i.e., interviews with community members.

Presenter supplies of \$20 per workshop are budgeted to cover the cost of demonstration materials, i.e., reed for baskets.

ENHM anticipates that the virtual Cultural Outreach Program will reach approximately 3,500 individuals across 100 unique organizations through this new virtual online delivery.

**HUMANITIES SCHOLARS OR CULTURAL EXPERTS: Programs, virtual and in-person, must engage at least one humanities scholar who acts as an expert on the topic you are seeking to explore. This individual may be someone with traditional cultural knowledge such as a tribal elder or traditional practitioner,**

**someone with an advanced degree in a humanities field, or someone with extensive professional and/or life experience on the subject. In this area, please provide the scholar(s) names and affiliations. While not required, a brief description of their work is helpful.**

Outreach Program Director Jean Lewis will serve as the primary humanities scholar for this project, although others will also provide humanities programming. Lewis is a cultural expert and fluent language speaker. Lewis holds a degree in American Studies and has been named a Culture Keeper by Example Nation, an honor given to only eight individuals each year. Lewis has been the director of the Cultural Outreach Program since its inception in 2007. Lewis is the primary presenter for the Program. Lewis is responsible for overall direction of the program, recruiting presenters, marketing and outreach, purchasing, setting up the recording studio, web page development, and presenting topics within her area of cultural knowledge.

Robert Brown is a traditional storyteller and artist whose works have been displayed in 72 countries throughout the world. Brown will provide programming on developing storytelling skills, methods of improving interactions between generations, and demonstrate bow making.

J.P. Folsom is a language and weaving expert. She teaches participants about the intersections of language and traditional crafts like weaving, basket making, and beading.

Additional historians and humanities scholars will be added as the program progresses. ENHM accepts programming suggestions on a continuous basis.

#### **HUMANITIES STAFF RETENTION:**

**If you are requesting funds for staff retention, rehiring staff, or new positions, please describe the role of the staff member as it relates to the humanities.**

Funds are requested to rehire the Outreach Program director who was furloughed when the Community Outreach Programs were canceled as well as the two contracted humanities scholars.

#### **PROJECT ACTIVITIES: List the activities you propose in the order they will be performed.**

- March 1, 2022: Cultural Outreach Program Director commences work.
- March 1-25, 2022: Purchase equipment, set up virtual studio.
- March 15-25, 2022: Contract with humanities scholars, develop program.
- March 26-31: Test equipment and train staff and presenters to run the equipment.
- March-April: Promote cultural programming to community members and other patrons.
- May 1 – February 2023: Begin delivering programming virtually. Upload recordings and materials to website as each session is completed. Sessions will be evaluated as delivered.
- April 2023: Analyze evaluation statistics and produce final report.

**AUDIENCE: Who is your intended audience and how will you reach them? How many people do you estimate the project will serve?**

The intended audience for the Cultural Outreach Program is community members, K-12 students, and individuals interested in learning more about the culture of Example Tribal Nation. ENHM has a membership list of 6,500 and a list of approximately 300 schools and civic organizations in the area. Other entries include local networking organizations like arts alliances and library associations.

ENHM expects that the Outreach Program will serve a minimum of 3,500 in its virtual programming.

**PROGRAM GOALS AND EVALUATION: What are your goals for this program? What do you expect will happen because of your work? How will you know if you meet the goals?**

The goals for this program are:

1. To expand the reach of ENHM’s humanities programming by providing cultural instruction to diverse audiences anywhere in the world.
2. To sustain digital humanities programming by equipping a recording studio to support the creation of online instruction.
3. To produce a minimum of 100 digital humanities programs and make them freely available online through.
4. To introduce a minimum of 3,500 participants to digital humanities programs specific to the Example Tribal Nation culture.
5. To engage at least 40 new educational or civic organizations to digital humanities programs specific to the Example Tribal Nation culture.
6. To record 10 unique training sessions and make them available on demand to a universal audience through the ENHM YouTube channel.

Basic metrics will help ENHM staff know if goals are being met. Specifically, the Program Director will track the total number of organizations and individuals participating in the Program. Participants will be asked to evaluate the experience.

**BUDGET (PLEASE USE THE TEMPLATE PROVIDED)**

**Budget Form**

Please use the PDF form provided

**Budget Justification**

Please explain why each budget item is needed.

**TAX STATUS (For those applying as non-profits)**

501 (C)3 Tax-Status Documentation

**CERTIFY AUTHORIZATION**

ATALM is required by law to ask applicants to identify a certifying official who is authorized to submit applications for funding on behalf of the organization. By checking this box and submitting this application, the authorized representative for the applicant organization certifies that all statements contained herein are true and correct to the best of their knowledge and belief. The authorizing official

**agrees to monitor the progress of the project and inform ATALM staff if goals are not being met or events occur that have a significant impact on the project. I agree to submit six-month and final reports in accordance with the published schedule. I agree to comply with federally mandated nondiscrimination statutes and regulations as well as certification regarding debarment, suspension, ineligibility.**

I agree

**Name of Certifying Official**

Ellen Thompson

**Title of Certifying Official**

Executive Director

**Email of Certifying Official**

director@enhm.org

**Electronic Signature**

Ellen M. Thompson