



**HARVARD MUSICAL ASSOCIATION
GEORGE HENSCHEL COMMUNITY AWARDS PROGRAM
2016-2017
REQUEST FOR ABSTRACTS**

The Harvard Musical Association (HMA) is pleased to announce its *George Henschel Community Awards Program* for the 2016-2017 seasons. Qualified Boston area groups and organizations are invited to apply for one of several grants that in total will amount to \$25,000.

The Harvard Musical Association's Community Awards Program supports Boston area organizations dedicated not only to the performance and composition of serious music, especially chamber music, but also to the development of steady, attentive audiences appreciative of this kind of musical experience. In particular, we seek to fund innovative and original undertakings. Recent examples are: audience development initiatives (including on-line and web-based options), artist-in-residence programs, teacher education, music-based community service projects, instrumental competitions, audience participation and inter-active performances, and special performances that enhance and strengthen existing organizations. We support proposals that feature outreach campaigns as well as performances at the highest level. We also look to provide funding that will help the participating groups to leverage support from other financial sources.

The Henschel Committee encourages abstract submissions that meet the following criteria.

1. Projects that focus primarily on chamber music.
2. Organizations located geographically east of Interstate Highway 495, i.e., the Boston metropolitan area.
3. Organizations for which a \$5,000 to \$10,000 grant will make a significant difference in whether they can execute the proposed project.
4. Organizations with a track record of musical performances that are generally viewed as high quality, creative, and thought provoking.
5. Organizations that are at least three years old.
6. Organizations that are financially solvent.
7. Organizations approved for 501(c)(3) nonprofit status with the IRS.
8. Organizations that have not received a previous George Henschel Community Award within the two seasons prior to that covered by the current application.
9. Organizations that have received a previous award at least two seasons prior and have provided a final report on that project to the HMA.

The Committee will not consider requests for support for additional staff, marketing, standard operations, or well-established activities. In addition, the Henschel Committee does not accept proposals for commissions of new works.

The Henschel Committee uses a two-step process: initial abstract and, upon approval, a full proposal.

Applicants should submit a preliminary description, or abstract, of what a full proposal might include. This step is intended to assist both the applicant groups and the Committee early in the process so that any questions or needed dialogue can occur before selections for more formal proposals are made.

Members of the George Henschel Community Awards Committee will also be available to answer questions or provide feedback to applicant groups. The attached calendar outlines the schedule for submission of abstracts

and proposals. Guidelines on the form for the abstract and other process details are outlined below.

Members of the Henschel Committee may want to hear performances of applicant organizations. If you are interested in committee attendance at your performances, instructional sessions, master classes or the like, we request that you consider providing schedules and tickets for your events.

The Harvard Musical Association is a private association of individuals with an active interest in music. The HMA is independent of Harvard University. It was founded in 1837 and exists to encourage the performance, appreciation, and enjoyment of fine music. Toward that end, we maintain a substantial library, organize a regular program of concerts for members and their guests, commission new works, and make gifts to performing arts organizations, schools of music, and talented young musicians.

If you have any questions or need further information, please contact the Henschel Awards Committee chair, Bill Blake. He can be reached by telephone (781-861-6500 x7292) or through e-mail (comawards@hmaboston.org).

2016-2017 HMA George Henschel Community Awards Program Schedule

- **August 22, 2016 Request for Abstracts letter e-mailed**
- **November 12, 2016 Abstract submittal deadline**
- **December 16, 2016 Committee response to submissions e-mailed**
- **February 17, 2017 Formal Proposal deadline --- *no exceptions***
- **May 1, 2017 Final Decisions complete, notice to applicants e-mailed**

George Henschel Community Awards Program Calendar 2016-2017

By November 12, 2016: Abstract Submission

Initial abstracts are limited to two pages, and they should address the following: the goals, scope, specific costs, and expected outcomes and improvements the proposed stand-alone program/idea will bring to the group. (Check guidelines for full proposals listed below for more detailed advice.) In addition, the abstract should contain some indication of how progress toward the project's goals will be assessed and measured. The organization's *total* budgeted revenues and expenses for 2016-2017 should be attached. A single pdf or Word document with the required information is preferred.

The committee would appreciate your providing a performance schedule for the upcoming season so members can plan to attend at least one performance. If pairs of tickets can be made available to the committee, it would be appreciated.

By December 16, 2016: Committee Decisions on Abstracts

Between November 13 and December 17, you may hear from Committee members who have questions or suggestions. We promise a decision about whether your group is invited to submit a full proposal by December 16, 2016.

By February 17, 2017: Formal Proposal Deadline

It is the committee's intention that the abstract review and elimination process will result in short, concise proposals which provide more details than the abstract about the program idea, key people to be involved, the budget, and how the outcomes might be assessed for the future.

Please limit submissions to 6 pages; single pdf (from which text can be cut and pasted) or single Word document with the required information. Here is what should be included:

Project Concept

- Stated objective with clarity of purpose
- Project cost and specific amount of grant requested
- Stand-alone project, not just part of the overall operating budget
- Innovations and unique aspects are described
- Target audience/participants
- Impact on the proposing organization's future direction
- Benefits beyond the organization itself, i.e., musician development, audience education and growth, community engagement or service, potential numbers of people to be "touched" by this project

Achievability

- Timeline for execution
- What resources the organization currently has for executing this project and what new resources it must develop (personnel, financial, etc.)
- How the organization plans to complete funding for the project if awarded the HMA grant
- How award or non award of an HMA grant will affect the organization's ability or timing for executing this project
- ***Timing of the project must be for the season following the season during which the proposal is being made, not the current season***

Measurements of Success

- Audience size or number of participants, expected versus actual
- Audience/Participant feedback, positive and negative, including whether they would participate again and/or recommend it to a friend
- Press acclaim
- New development resources the project produces
- Opportunities for collaboration the project generates

Abstracts and full proposals should also include the following:

- Opening paragraph that gives a clear overview of the project's concept and objectives, the specific amount requested for an HMA grant, and how the project relates to the organization's ongoing activities;
- Line-item budget for this specific project, not including any organizational overhead costs and incremental over the annual budget otherwise planned;
- Overall profit and loss statements and operating budgets for the past two fiscal years, including revenue sources;

- Key supporters, including Board of Directors, Overseers, Advisors, etc.;
- Current series/program description (printed material preferred) or website address, if you are a performing organization;
- Project timeline. If the project would roll out in phases over several years, explain how an HMA grant in year 1 would establish a foundation for proceeding (or not) with subsequent phases;
- Parameters that will define success for this project (e.g., revenue raised, audience/participant numbers, “customer” satisfaction measurement to be achieved); and
- Leverage an HMA grant would provide for other fund raising in support of the project.

Submission by e-mail is required. Send to: comawards@hmaboston.org.

By May 1, 2017 Final Decision communicated to all Applicants.

Recipients will be required to report to the Committee to review progress toward the program funded by the HMA and to report after the program regarding its success.

Acknowledgement of HMA support for grantees should appear on their websites, brochures, and concert program booklets as appropriate.