Have No Fear, Federal Funding for Smaller Museums is Here!
Today’s Presenters

• Reagan Moore, Museum Program Officer, IMLS
• Lara Litchfield-Kimber, Executive Director, Mid-Hudson Children’s Museum
• Darcy Morel, Development Director, WOW! Children’s Museum
• Jennifer Uhl, Director of Grants & Membership Development, Discovery Center
Today’s Session Agenda

• Introduction to IMLS
• Funding Opportunities for Smaller Museums
• Techniques for Preparing Competitive Applications
• Other IMLS Opportunities
• Questions
Who are we?

• IMLS is an independent federal grant-making agency and the primary source of federal support for the nation’s libraries and museums.

• The Institute of Museum and Library Services (IMLS) helps ensure that all Americans have access to museum, library, and information services.

What do we do?

• We make grants, convene groups, conduct research, and publish in order to build the capacity of museums and libraries to serve the public.
Museum Funding Programs
Fiscal Year 2020
**Inspire! Grants for Small Museums**

<table>
<thead>
<tr>
<th>Program Goal</th>
<th>To support small museums in addressing priorities identified in their strategic plans</th>
</tr>
</thead>
</table>
| Project Categories | - Lifelong Learning  
- Community Anchors and Catalysts  
- Collections Stewardship and Public Access |
| Deadline | November 15, 2019 |
| Duration | 1-2 years |
| Funding | $5,000-$50,000 |
| Cost Share | None required |
# Museums for America

<table>
<thead>
<tr>
<th>Program Goal</th>
<th>To strengthen the ability of an individual museum to serve its public</th>
</tr>
</thead>
</table>
| Project Categories                    | ▪ Lifelong Learning  
▪ Community Anchors and Catalysts  
▪ Collections Stewardship and Public Access |
| Deadline                              | November 15, 2019                                                     |
| Duration                              | 1-3 years                                                            |
| Funding                               | $5,000-$250,000                                                      |
| Cost Share                            | 1:1 required                                                         |

**Palo Alto Art Center**  
Palo Alto CA  

**Portland Museum**  
Louisville KY  

**Mystic Seaport**  
Mystic CT
# Museums Empowered

## Program Goal
To support staff capacity-building projects that use professional development to generate systemic change within a museum.

## Project Categories
- Digital Technology
- Diversity and Inclusion
- Evaluation
- Organizational Management

## Deadline
November 15, 2019

## Duration
1-3 years

## Funding
$5,000-$250,000

## Cost Share
1:1 required
# National Leadership Grants for Museums

<table>
<thead>
<tr>
<th>Program Goal</th>
<th>To address critical needs of the museum field and advance practice in the profession so that museums can improve services for the American public</th>
</tr>
</thead>
</table>
| Project Categories | - Collections Care and Public Access  
- Data, Analysis, and Assessment  
- Digital Platforms and Applications  
- Diversity and Inclusion  
- Professional Development |
| Deadline | November 15, 2019 |
| Duration | 1 year  
1-3 years |
| Funding Levels | $5,000-$50,000  
$50,000-$1,000,000  
$50,000-$1,000,000 |
| Cost Share | Rapid Prototyping Projects: None required  
Research projects: None required  
Non-research projects: 1:1 required |
## Museum Grants for African American History and Culture

<table>
<thead>
<tr>
<th>Program Goal</th>
<th>To build the capacity of African American museums and to support the growth and development of museum professionals at African American museums</th>
</tr>
</thead>
<tbody>
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<td>Deadline</td>
<td>November 15, 2019</td>
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</tr>
<tr>
<td>Cost Share</td>
<td>None required</td>
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</tbody>
</table>

### IMLS AAHC Convening
Washington DC
Native American/Native Hawaiian Museum Services Program

<table>
<thead>
<tr>
<th>Program Goal</th>
<th>To enhance museum services in order to sustain heritage, culture, and knowledge among Indian tribes and organizations serving Native Hawaiians</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Duration</td>
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<tr>
<td>Funding</td>
<td>$5,000-$100,000</td>
</tr>
<tr>
<td>Cost Share</td>
<td>None required</td>
</tr>
</tbody>
</table>
Preparing to Apply

- Select a grant program.
- Check eligibility requirements.
- Read the application guidelines (NOFOs).
- Participate in a free IMLS webinar.
- Check your registrations: DUNS, SAM.gov, and Grants.gov.
- Talk with a Program Officer.
Eligibility Requirements for Museums

To qualify as a “museum,” an organization must:

- be a unit of State or local government or be a private, nonprofit organization;
- be located within the United States and its territories;
- use a professional staff;
- be organized on a permanent basis for essentially educational or aesthetic purposes;
- own or use tangible objects, either animate or inanimate;
- care for these objects; AND
- exhibit these objects to the general public on a regular basis through facilities that it owns or operates.
Who is not eligible to apply?

You are not eligible to apply if you are:

- A federally funded institution
- A for-profit organization
- A foreign country or organization
- An individual
Application Process

www.imls.gov

Notice of Funding Opportunity
Your museum must have a D-U-N-S® number and be registered with SAM.gov & Grants.gov

- D-U-N-S® Number: [www.dnb.com/us](http://www.dnb.com/us)
- SAM Registration: [www.sam.gov](http://www.sam.gov)
- Grants.gov Registration: [www.grants.gov](http://www.grants.gov)
Application Components

• **Required Documents**
  • All applications must include these. Omission of one results in exclusion from further consideration.

• **Conditionally Required Documents**
  • Some applications must include these. Omission of one results in exclusion from further consideration.

• **Supporting Documents**
  • These are optional. Include only those that supplement the narrative and support the project description provided in the application.
**Application Components**

**Required Documents: All** applications must include these. Omission of one can result in your exclusion from further consideration.

- Application for Federal Assistance/SF-424S
- Abstract
- IMLS Program Information Sheet
- Organizational Profile (1 page)
- Strategic Plan Summary (2 pages)
- Narrative (5 pages max.)
- Schedule of Completion (1 page per year max.)
- IMLS Budget Form
- Budget Justification
- List of Key Project Staff and Consultants
- Resumes of Key Project Staff and Consultants (2 pages max. each)
- Digital Product Form
Application Components

Conditionally Required Documents

Some applications must include these. Omission of one results in exclusion from further consideration.

- Proof of Private, Nonprofit Status
- Final Federally Negotiated Indirect Cost Rate Agreement
- Detailed Condition Reports and/or Conservation Treatment Proposals
Application Components

Supporting Documents

These documents are completely optional.

- Letters of commitment, support
- Bibliography, references
- Reports from planning activities
- Photographs
- Floor plans
- Contractor quotes
- Equipment specifications and price quotes
- Products or evaluations of previous projects
- Web links
- Needs assessments
Allowable Costs

Examples of allowable costs

- Personnel salaries, wages, and fringe benefits
- Travel expenses for key project staff and consultants
- Materials, supplies, software, and equipment related directly to project activities
- Equipment to improve collections storage and exhibit environments
- Third-party costs
- Publication design and printing
- Staff and volunteer training
- Internships/fellowships
- Indirect or overhead costs
Unallowable Costs

Examples of unallowable costs

- General fundraising costs, such as development office staff or other staff time devoted to general fundraising
- Contributions to endowments
- General operating support
- Acquisition of collections
- General advertising or public relations costs designed solely for promotional activities other than those related to the specific project
- Construction expenses
- Reconstruction or renovation of historic sites
- Social activities, ceremonies, receptions, or entertainment
- Pre-award costs
Application Tips and Suggestions

• Keep your ear to the ground - check the IMLS website
• Participate in webinars
• Know the Guidelines (NOFOs)
• Answer the Questions, including ALL the bullet points
• Follow the formatting requirements
• Edit judiciously by prioritizing what’s most important to IMLS and your organization
• Be certain that all sections match up
• Ensure that Cost Share is feasible and available during your award timeframe
Application Tips and Suggestions

- Use recent, relevant data to make your point and include your own organization’s data
- Inject your visitors into your proposal
- Describe your museum well and vividly
- Use appropriate Letters of Support that make your case and request them well in advance
- Use Supporting Documents to provide more detail and reference them in the application by number
- Write the Abstract last – it summarizes the application
- If in doubt, contact IMLS staff – they will respond
Application Tip for *Inspire*

Make the case that your institution is small. Include attributes in the Organizational Profile, such as:

- size of the staff and volunteer corps;
- operating budget and sources of revenue;
- number and types of objects in the collection;
- size of facility and property;
- types and numbers of audiences served; and
- size relative to other organizations of the same discipline or within the same geographic region.
Additional Application Resources

• Search Awarded Grants Filter: https://www.imls.gov/grants/awarded-grants

• Sample Application Components (Abstract, Narrative, Schedule of Completion: https://www.imls.gov/grants/apply-grant/sample-applications

• Applicant Webinars: https://www.imls.gov/news-events/events
Other Opportunities and Special Initiatives

Fiscal Year 2020
Museum Assessment Program

Program Goal: Helps museums strengthen operations, plan for the future, and meet national standards through self-study and a site visit from a peer reviewer.

Deadline: TBD

Administered by: American Alliance of Museums

Visit: https://www.aam-us.org/programs/accreditation-excellence-programs/museum-assessment-program-map/
How can I connect with IMLS?

- **Website:** [www.imls.gov](http://www.imls.gov)
- **Primary Source:** Free monthly e-mail update
- **IMLS Blog:** [http://blog.imls.gov/](http://blog.imls.gov/)
- **Facebook:** [https://www.facebook.com/USIMLS](https://www.facebook.com/USIMLS)
- **Twitter:** [@US_IMLS](https://twitter.com/US_IMLS)
Mid-Hudson Children’s Museum
Poughkeepsie, NY
2012

Annual Budget: $430,000

Annual Attendance: 18,000 visitors

Sq. Ft. of Exhibits Space: 6,500

Number of Staff: 11
2019

Annual Budget: $1,200,000

Annual Attendance: 80,000 visitors

Sq. Ft. of Exhibits Space: 6,500

Number of Staff: 13
Our IMLS Story
Tips for Your IMLS Proposal

- Choose the right IMLS program
- Develop a solid logic model to guide your proposal development
- Follow instructions (!)
- Give yourself enough lead time
- Develop your evaluation plan to help set you up for your next project
- Consider becoming a peer reviewer
Lara Litchfield-Kimber
LLKimber@mhcm.org
Let’s Play! Let’s Learn! Let’s Imagine!
Quick Facts:

- Located in Boulder County Colorado
- Founded in 1996
- We’re serving 90,000 visitors a year
- Operating Budget: $800,000
  - 60% sales, 40% contributions
- 16 Employees
  - 5 full time
  - 11 part time
Special Initiatives:

Sensory Friendly Playtime
Forest of Light:

- Filled a need in our community
- Furthered strategic goals
- Built partnership opportunities
Applying for Funding:

Team Effort

• Fundraising Staff

• Exhibits Staff

• Guest Services

• Volunteer Manager / Volunteers

• Executive Director
• Created new exhibit funding partners
• Grew direct mail donations
• Mobilized new donors via crowdfunding
• Built new program partnerships
Evaluation and Reporting

- Know your capabilities and limitations
- Solidify recordkeeping process
- Create or refine evaluation systems and methods
Impact:

Areas we can demonstrate success:

• Program Development

• Capacity Building

• Dedication to Strategic Direction

• Our Community Impact
Discovery Center

at Murfree Spring

Jennifer Uhl, Director of Grants & Membership Development
About Discovery Center

- Opened in 1987 with 11,000 visitors
- Current facility built in 2002
- 30,000 square feet
- 119,000 visitors annually
- $1.4 million annual budget
- 12 full time staff, 20 part time
Past IMLS Grants

- 2012-2014: Nature Play
- 2013-2014: The STEAM Bus
- 2008-2009: Tiny Town & TotSpace
- 2009: The STEAM Bus Transition
- 2016: Rural Outreach
2017-2019 Grants

**SPARK! Head Start**

- Museums for America
- <$25,000 budget
- Two year project
- Work with local Head Starts to connect literacy and science by modeling activities and mentoring educators
2017-2019 Grants

**Building Evaluation Capacity**

- Museums Empowered
- Two year project
- Contracted J. Sickler Consulting to help Discovery Center become better at evaluating programs and exhibits across the entire organization
Identifying Our Projects & Applying

- Strategic Plan & One Year Action Plan
- Logic Model/Project Plan
- Develop a working schedule
- Write & rewrite & rewrite
Managing Our Award

- Monthly grant meetings
- Shared Google Drive for grant budget, expense tracking, evaluation data, etc
Time for Questions
Contact Information

• Reagan Moore: rmoore@imls.gov
• Lara Litchfield-Kimber: llkimber@mhcm.org
• Darcy Morel: darcy@wowchildrensmuseum.org
• Jennifer Uhl: juhl@explorethedc.org