**AUDIENCE DEVELOPMENT FUNDING**

**2025 APPLICATION TEMPLATE**

You are welcome to complete your grant writing in this template and then copy/paste your answers into the online form. **Applications must be submitted via Reviewr:** [**https://my.reviewr.com/s2/site/rozsa\_foundation**](https://my.reviewr.com/s2/site/rozsa_foundation)**.**

All questions with an \* are required.

**TELL US WHO YOU ARE**

Organization Name \*:

Organization Mailing Address \*:

Organization Phone Number \*:

Organization Website:

Organization Mandate \*:

Charitable Registration Number \*:

Artistic Discipline \*:

Annual Revenue on last CRA filing \*:

(these two questions are for internal reporting purposes)

Primary Contact (if different from the Executive Director) \*

Primary Contact Name:

Primary Contact Email:

Primary Contact Phone Number:

Primary Contact Title:

Executive Director \*

First Name:

Last Name:

Title:

Email:

Phone Number:

Board Chair/President \*

First Name:

Last Name:

Title:

Email:

Phone Number:

**FUNDING REQUEST**

NOTE: Please ensure you have read the Audience Development Funding Guidelines. We recommend that you review the assessment statements to ensure that your application speaks to each consideration.

Which Audience Development Funding stream are you applying to? (select one) \*

* Understanding Your Audience
* Acquiring Your Audience

How much funding are you requesting? \*:

*Up to $15,000*

**PROJECT DESCRIPTION**

At a high level, tell us about the activities you plan to undertake with the Audience Development Funding. For example, “hire a consultant to complete audience segmentation research and analysis”, “execute an experimental marketing partnership with another arts organization”, etc. Maximum 50 words. \*

Does this project build off work previously supported by the Rozsa Foundation? If yes, please briefly describe the work undertaken. \*

**PRESENT SITUATION**

Describe the factors or events that have led your organization to undertake this project. Highlight any past activities, decisions, or conditions that influenced this approach. What do you already know about your audience, and how is this work building from there? Explain how this project differs from previous practices and why it is significant and impactful for your organization. \*

ACQUIRING YOUR AUDIENCE ONLY: Tell us about the specific audience that you are aiming to reach or invite into your organization with this project and how this project is designed to connect with them. How will this project shift or change the value proposition your organization’s offerings provide to this audience to engage them in your work? \*

**PROJECT PLAN:**

Estimated project start date \*:

Estimated project end date \*:

Please share your project plan for this work, including timeline and notable budget considerations. Explain how this project differs from previous practices and why it is significant and impactful for your organization. \*

**BUDGET**

Upload - Please upload the completed Rozsa Foundation Funding Program Budget Template, listing all revenues and expenses for this project in the column marked "BUDGET". Also indicate whether funding sources are confirmed or pending in the "BUDGET NOTES" column. \*

[The budget template is available on the Rozsa Foundation website.](https://www.rozsafoundation.com/audience-development) No other format for the project budget will be accepted. Files must be in XLSX format and less than 2 MB.

**LEARNING & OUTCOMES**

Tell us what you hope to learn and the outcomes you hope to achieve. Explain how the proposed work contributes to a clear and impactful organizational goal or learning objective, especially as it relates to your relationship to your audience. Specify any documents, plans, or roadmaps that will be developed. Tell us what ‘success’ looks like at the end of this project. \*

Outline your approach for measuring, evaluating, and tracking your learning. How do you plan to assess the success of the project? \*

UNDERSTANDING YOUR AUDIENCE ONLY: Tell us about your plan to ensure there is a transfer of knowledge from the consultant to your organization that will enable you to refresh your research in an ongoing manner.

**PROJECT PARTNERS**

Are you collaborating or planning to collaborate with any other organization or person, like a consultant or contractor? Yes or no. \*

Upload - If you're bringing in external help, please provide a brief work plan and the cost estimate from the consultant or contractor here.

*If you are collaborating or partnering with another organization, please include a letter of intent or support in the Support Materials section.*

If you are undertaking this work internally, please share how the funding will enable your team to undertake the activities.

**EDIA**

Describe how you are ensuring that this work considers and embeds equity, diversity, inclusion, and accessibility in its planning, implementation, and community context. \*:

**SUPPORT MATERIAL**

Please upload the required files below.

Mandatory Support Material

Most Recent Financial Statements: \*

*Please upload a PDF with your most recent year-end financial statements. If there are any unusual discrepancies that aren’t addressed in the statement notes (e.g. a 40% drop in box office revenue) please speak to that in the Additional Comments at the end of the application. Likewise, if there are any significant changes to your organization’s situation since those statements were generated, please address them in Additional Comments at the end of the application. Files must be in PDF format and less than 2 MB.*

*.*

Board List: \*

*Please upload a file with the names of the Board of Directors with email address and phone number (we will not be contacting them directly about this application.) Files must be and less than 2 MB.*

**Additional Support Material**

Project specific support material might include:

* Letters of support from project specific partner organisations
* Project budget support (e.g. quotes, invoices, calculations, projections)
* Confirmation of board support
* Strategic plan
* Information about contributors (e.g. biographies, consultant CVs, collaborator mandates)
* Other (e.g. feasibility studies, proof of concept, prior project reports)

*Files must be less than 2MB.*