

# Shands Teaching Hospital and Clinics, Inc.

**Project Title:** UF Health Shands Arts in Medicine Artists in Residence Program

**Grant Number:** 23.c.ps.114.712

**Date Submitted:** Tuesday, June 1, 2021

## A. Cover Page Page 1 of 12

### Guidelines

Please read the current Guidelines prior to starting the application: 2023-2024 General Program Support Grant Guidelines

### Application Type

**Proposal Type:** Discipline-Based


**Funding Category:** Level 2

**Discipline:** Multidisciplinary

**Proposal Title:** UF Health Shands Arts in Medicine Artists in Residence Program

## B. Contacts (Applicant Information) Page 2 of 12

### Applicant Information

- a. **Organization Name:** Shands Teaching Hospital and Clinics, Inc. 
- b. **DBA:** Shands Arts in Medicine
- c. **FEID:** 59-1943502
- d. **Phone number:** 352.733.0880
- e. **Principal Address:** 1515 SW Archer Road Gainesville, FL, 32608-1134
- f. **Mailing Address:** PO Box 100326 Gainesville, 32610-3003
- g. **Website:** [www.shands.org/aim](http://www.shands.org/aim)
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Other
- j. **County:**
- k. **DUNS number:** 601954147
- l. **Fiscal Year End Date:** 06/30

### 1. Grant Contact \*

**First Name**

Jill

**Last Name**

Sonke

**Phone** 352.733.0880

**Email** [jsonke@ufl.edu](mailto:jsonke@ufl.edu)

### 2. Additional Contact \*

**First Name**

Kris

**Last Name**

Sullivan

**Phone** 352.733.0880

**Email** [sullkm@shands.ufl.edu](mailto:sullkm@shands.ufl.edu)

### 3. Authorized Official \*

**First Name**

Christina

**Last Name**

Mullen

**Phone** 352.733.0880

**Email** mullcm@shands.ufl.edu

**4. National Endowment for the Arts Descriptors****4.1 Applicant Status**

---

Organization - Nonprofit

---

**4.2 Institution Type**

---

Health Care Facility

---

**4.3 Applicant Discipline**

---

Multidisciplinary

---

## C. Eligibility Page 3 of 12

**5. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?**

- Yes (required for eligibility)
- No

**6. Project start date: 7/1/2022 - Project End Date: 6/30/2023 \***

- Yes (required for eligibility)
- No

**7. What is the legal status of your organization?**

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

**8. How many years of completed programming does your organization have?**

- Less than 1 year (not eligible)
- 1-2 years (required for eligibility for GPS and SCP)
- 3 or more years (required minimum to request more than \$50,000 in GPS)

**9. Multi Disciplinary**

- Yes (required for eligibility)
- No (You should apply to the Presenting discipline)

## D. Quality of Offerings Page 4 of 12

### 10. Applicant Mission Statement - (500 characters) \*

The mission of UF Health Shands Arts in Medicine (AIM) is for every person, regardless of illness, disability or perceived disadvantage, to have access to the arts and to realize their creative potential. We aim to be a model for the incorporation of the arts into healthcare, using the arts to enhance the physical, mental and spiritual wellbeing of our patients, staff, visitors and community.

### 11. Programming Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

---

Since 1990, the UF Health Shands Arts in Medicine (AIM) program has been working at the intersection of arts and health, and has been recognized as one of the most comprehensive and leading-edge arts in healthcare programs in the nation. In this program, artists in all disciplines work throughout the UF Health system, the Gainesville community and beyond, providing arts programming that supports health and wellbeing. This proposal seeks support for the UF Health Shands Arts in Medicine Artists in Residence program, with a focus on community partnerships and programming.

The heart of the UF Health Shands Arts in Medicine (AIM) program is the Artists in Residence program, which includes 14 professional artists in all disciplines. The Artists in Residence program brings creative opportunities to over one million children and adults per year for whom access to the arts is limited by illness, disability, or economic circumstances. Artists transform the hospital experience through bedside arts activities, workshops, performances, and exhibitions, and serve our overall community through an array of weekly community-based arts programs. Since social distancing measures have been in place in response to COVID-19, we have adapted programming to serve patients, staff and community members through both remote and on-site social distanced programming.

A primary link to our regional community is our 352Creates program, which promotes healthy communities through everyday acts of creativity. The program has built a network of individuals, organizations, and businesses united by the idea that creativity connects our community and makes us all healthier. Through a robust social media network, the program stimulates activities that invite community members to “create in community” through scheduled local events, and to “create in place” through creative activities that happen where people are - in the workplace, schools, and homes. The Create in Place program has been especially relevant in the time of COVID-19, and is providing community members with prompts to engage in creativity to maintain wellbeing and connection with others while social distancing.

We propose to expand our 352Creates and Artists in Residence programs in the coming year through six initiatives. These initiatives respond to what we have learned about the advantages of online engagement during the pandemic, and seek to adapt programming to meet the needs of our service populations in a [presumably] post-COVID and more equitable world in 2022-23. These expansions will allow us to maintain the level of service we provide to our current populations, and also significantly

expand our reach to LGBTQ youth, local communities at risk of gentrification, hospital in-patients, care providers, and our regional community.

### **11.1 Programming Goals (2000 characters)**

Please list at least three goals associated with the project or program you are for which you are requesting funding.

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

- 
- 1) To bring the arts and creative opportunities to as many people as possible to enhance individual and community health
  - 2) To provide access to the arts and build arts participation statewide by exposing diverse communities, including patients, seniors, persons living with illness and disabilities, and our general community to a range of creative opportunities
  - 3) To serve as a national model for the integration of the arts into healthcare and for building healthier communities through the arts

### **11.2 Programming Objectives (2000 characters)**

Please list the three corresponding objectives for the goals listed above.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Sample Objective: At least 300 residents and visitors will view local art and be invited to a "meet the artist reception"

- 
- 1) To expand our hospital program engagements by 8% through implementation of a three-month visiting artist residency and two new weekly programs – *Play it Forward* and *The Thriving Kind*
  - 2) To expand the 352 Creates program to include an appointed leader and monthly programming in Marion County
  - 3) To implement weekly arts programming by a hiring local artist and partnering with community members in Gainesville's Porter's Quarters community
  - 4) To expand the reach of the Theatre Connect program by 100% through a new weekly offering for young adults aged 18-30 years and development of a manual for partners and facilitators

### **11.3 Programming Activities (2000 characters)**

Please list the project or program activities.

Activities: These are the specific activities that achieve the objectives.

Sample Activities: Work with local arts and tourism organizations to promote art shows. Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

---

1) We will expand our hospital program engagements through implementation of a three-month visiting artist residency. We will promote the residency opportunity nationally, and artists will be selected through a competitive review process and supported in implementing arts programming, per their discipline, in our hospitals. The residency will provide a minimum of 15 hours of bedside services and group programming each week, and is intended to lead to ongoing employment in the program.

2) We will expand our hospital program engagements through implementation of *Play it Forward*, a daily virtual “song-gram” program designed to bring connection and levity to nursing staff. The program, led by AIM Artist in Residence Ricky Kendall and successfully piloted in 2021, will allow nurses to request songs to be performed by AIM Artists in residence and sent as a video to other nurses in need of uplift and support. We will set up a referral system for the program on our website, and also accept referrals through the hospital’s medical records system.

3) We will expand our hospital program engagements through implementation of *The Thriving Kind*, a program that will integrate uplifting mindfulness practices with the visual arts. The weekly program will engage patients and family members with art making using watercolors, collage, contour drawing, and open-ended practices suitable for people of ages and skill levels and designed to encourage daily reflective arts practices for self-nurturance and wellness. The program will be led by AIM Artist in Residence Molly Kempson and Integrative Therapies Practitioner, Tammy Bernard.

4) We will expand the 352 Creates program to include an appointed local leader and monthly programming in Marion County. We will partner with the Marion Cultural Alliance and the NoMa Gallery in Ocala to establish the program in Ocala, under their leadership. We will conduct a local needs assessment to inform program development, and provide the local leaders with training, mentorship and program collateral to ensure a unified identity. We anticipate implementation of a minimum of one community arts event per month and a daily social media presence.

5) We will hire an Artist in Residence and implement weekly arts programming in the Porter’s Quarters community. We will hire an Artist in Residence from the community to lead weekly programming in the community, and will also work with the community to plan and implement the program. The program format and art forms will be determined by the community. We will train and support the new Artist in Residence, and provide supplies, administrative and marketing support for the new programming.

6) We will expand the reach of the Theatre Connect program for gender-transitioning LGBTQ people by 100% through a new weekly offering for young adults aged 18-30 years. We will market the program through colleges and partners nationally, and will offer it in a Zoom format (which we have piloted successfully over the past year). We will also develop a Theatre Connect program manual for our partners and for facilitators in other locations. We will disseminate the manual free of charge via our website and through national partners to drive national dissemination of the model.

#### **11.4 Partnerships & Collaborations**

Describe any partnerships and/or collaborations with organizations directly related to General Programming (GPS) or the Specific Cultural Project (SCP). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

---

Our planned expansions (like most of our programming) are based on local, regional and national partnerships. Our proposed hospital-based expansions are built on established partnerships with our nursing and integrative therapies departments. In Alachua County, 352Creates engages over 80

local arts organizations, artists, businesses and schools in the presentation of interactive arts events. Our planned expansion will build on new partnerships with the Marion Cultural Alliance and the NoMa Gallery in Marion County. We have established these partnerships recently, have garnered funding for the new programming (represented in our project budget as a match), and are putting plans in place for the implementation as described above. We will be responsible for conducting the initial needs assessment and providing staff to coordinate the partnership and our programming in Alachua County. The Marion County program leader will coordinate Marion County programming.

Our proposed programming in Porter's Quarters is based strongly in partnership with the local community. We have recently developed a detailed proposal with a working group of community members for the development of a place-based arts programming, including a new arts facility in this community. Our proposed artist in residence program represents a first step toward achieving this goal. This partnership will leverage the resources, experience and infrastructure of the UF Health Shands Arts in Medicine program to provide support and a structure through which a local Artist in Residence can develop responsive arts programming to enhance community health and wellbeing based on local needs and interests. Our Theatre Connect program is built on partnership with the UF Department of Psychology. We administer and present the program, and the Psych department provides a clinician to actively participate in the program and provide mental health first aid to participants, if needed.

## **12. Project/Program Evaluation**

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

---

We maintain a high level of commitment to program evaluation in regard to participation, satisfaction, quality, and outcomes. Our evaluation plan includes routine and in-depth evaluation, as well as formal research studies.

Data Collection: We collect data weekly from artist reports and artist rounds meetings. We also conduct volunteer evaluations three times annually, and conduct surveys and focus groups with our community-based program participants annually (see attached sample evaluation report). Our research and quality improvement (QI) studies are undertaken by Center for Arts in Medicine faculty, with UF Institutional Review Board or QI approval. Recent studies include:

- Assessing Dyadic Concordance between Artists in Residence and Patients in Relation to Bedside Arts Experiences: Designed to evaluate and enhance the ability of artists to assess patient interest, comfort, and satisfaction with bedside arts experiences; four months of data collection annually (see attached sample report)
- Live Preferential Music, Pathways to Preference: Designed to define Live Preferential Music as a specific in-patient intervention, and to develop a protocol for obtaining preference

Analysis and Reporting: Artist reports are reviewed weekly by the directors and discussed in a two-hour weekly artists meeting. The data is analyzed quarterly to track program participation, populations served, and expressed needs of service populations. Faculty, statisticians, and research assistants in the Center's Research Lab analyze study data and create reports and publications. Outcomes are reported to UF Health leaders, AIM staff, artists, partners and constituents; and research outcomes are



published in peer reviewed journals. Program directors meet individually with each artist twice per year, and the full artist/administration team convenes in a visioning retreat annually to set goals in consideration of evaluation outcomes. 352Creates is evaluated through tracking of social medial engagement, events and media, and through evaluations conducted at events.

### **12.1 Artist Projects only**

Describe the expected outcomes of the project. How will you determine the success of the project?

---

## E. Impact - Reach Page 5 of 12

### Instructions

Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

#### 13. What is the estimated number of events related to this proposal?

---

76

#### 14. What is the estimated number of opportunities for public participation for the events?

---

6,150

#### 15. How many Adults will participate in the proposed events?

---

345,000

#### 16. How many K-12 students will participate in the proposed events through their school?

---

5,500

#### 17. How many individuals under the age of 18 will participate in the proposed events outside of their school?

---

217,000

#### 18. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

**18.1 Number of artists directly involved?**

---

650

**18.2 Number of Florida artists directly involved?**

---

650

**Total number of individuals who will be engaged?**

568150

**19. How many individuals will benefit through media?**

---

60,000

**20. Proposed Beneficiaries of Project**

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the “No Specific Group” options.

**20.1 Race Ethnicity: (Choose all that apply) \***  American Indian or Alaskan Native

- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- White
- Other racial/ethnic group

**20.2 Age Ranges (Choose all that apply): \***  Children/Youth (0-17 years)

- Young Adults (18-24 years)
- Adults (25-64 years)
- Older Adults (65+ years)

**20.3 Underserved/Distinct Groups: \***  Individuals with Disabilities

- Individuals in Institutions
- Individuals below the Poverty Line
- Individuals with Limited English Proficiency
- Military Veterans/Active Duty Personnel
- Youth at Risk
- Other underserved/distinct group

**21. Describe the demographics of your service area.**

The UF Health Shands Arts in Medicine program is housed in within UF Health, located in Gainesville, Florida, and serves a diverse population in Alachua County. Alachua County is located in North Central Florida with a population of 247,336. The county has a 78.8 percent urban population and 21.2 percent rural population. Roughly three-fourths (69.6%) of the population is White, 20.6% is Black or African American, 10.3% is Hispanic or Latino, and 6.3% is Asian. 48.4% of the population are males and 51.6% are females; 14% are over 65 years of age, and 18% are under 18 years of age. 19.7% of the population in Alachua County lives below the poverty line. Our programs reach patients, seniors, persons living with illness and disabilities, and the general community. With the expansion of our virtual programs, we are now able to extend our reach and better serve urban, rural, local and national communities.

## **22. Additional impact/participation numbers information (optional)**

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

---

Our opportunities for public participation include 25 community-based programs per week, daily opportunities provided by artists in residence in our hospitals (calculated based on an artist's daily shift as one opportunity, rather than the number of patients served in each shift), special events, 352Creates, and exhibits. Our impact numbers are calculated based on careful tracking and conservative estimates where estimates are necessary.

Additionally, as UF Health Shands Hospital is a state referral hospital, we serve people from every county.

## **23. In what counties will the project/program actually take place?**

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county.

- Alachua
- Bradford
- Citrus
- Clay
- Dixie
- Gilchrist
- Hernando
- Lake
- Levy
- Marion
- Pasco
- Putnam
- Sumter
- Taylor

## **24. What counties does your organization serve?**

Select the counties in which your organization provides services. For example, if your organization is located in Alachua County and you provide resources and services in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. This might include groups that visit your facility from other counties.

- Alachua
- Baker
- Bay
- Bradford
- Brevard
- Broward
- Calhoun
- Charlotte
- Citrus
- Clay
- Collier
- Columbia
- DeSoto
- Dixie
- Duval
- Escambia
- Flagler
- Franklin
- Gadsden
- Gilchrist
- Glades
- Gulf
- Hamilton
- Hardee
- Hendry
- Hernando
- Highlands
- Hillsborough
- Holmes
- Indian River
- Jackson
- Jefferson
- Lafayette
- Lake
- Lee
- Leon
- Levy
- Liberty
- Madison
- Manatee
- Marion
- Martin
- Miami-Dade

- Monroe
- Nassau
- Okaloosa
- Okeechobee
- Orange
- Osceola
- Palm Beach
- Pasco
- Pinellas
- Polk
- Putnam
- Santa Rosa
- Sarasota
- Seminole
- St. Johns
- St. Lucie
- Sumter
- Suwannee
- Taylor
- Union
- Volusia
- Wakulla
- Walton
- Washington

**25. Describe your virtual programming - (Maximum characters 3500.)**

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

---

In response to the COVID-19 pandemic, artists in residence from the UF Health Shands Arts in Medicine program rapidly adapted arts programs and practices to continue reaching its service populations, and to expand reach in the larger Gainesville community. Programs that would traditionally occur at the bedside or in community settings transitioned to virtual formats, and are housed on the UF Health Shands Arts in Medicine website. This online program, called *AIM to Connect*, provides virtual resources for patients, staff and community members to enjoy music, learn visual arts skills and techniques, enjoy poetry, and relax with mindful movement. Artists in residence create and upload new materials to the website regularly, including instructional art-making videos, movement videos, and poetry readings, among other content. This content is accessible directly from the home screen of in-patient iPads as well.

Additionally, programs that would traditionally occur in clinical or community settings have been transitioned to virtual formats to provide continued engagement. These programs include four dance classes: *Dance for Lifelong Health*, *Dance for Life*, *Dance for MS*, and *Encore Dancers*, one songwriting workshop: *StorySongs*, and one yoga class: *Theatre Connect*, and *Gentle Yoga for Health*. We plan to resume on-site programming as safety allows, and to continue virtual offerings as the expansion of our virtual programs has allowed us to extend our reach and better serve urban, rural, local and national communities.

## 26. Proposal Impact - (Maximum characters 3500.)

How is your organization benefitting your community .What is the economic impact of your organization?

*Solo or Individual Artists:* Include any positive social elements and community engagement anticipated from the project.

---

UF Health Shands Hospital is located in Gainesville and, as a regional referral hospital, serves people from every Florida county, as well as from throughout the Southeastern United States. UF Health Arts in Medicine (AIM) is a major employer of artists in the area, with 15 paid staff artists in residence, and six administrative staff members. We also provide stipends for local guest artists throughout each year. We impact our local economy by purchasing art supplies from local retailers and by utilizing local businesses for services such as design, framing, videography, and printing. Several of our programs are designed to develop arts-based vocational skills for specific populations including veterans, older adults, people with chronic illness, rural community residents, and at-risk youth. Many of our patients and community program participants cultivate new economic opportunities through skills they develop in working with our artists.

Our proposed expansion of the 352Creates program expansions has significant potential for additional economic impact in Marion County. 352Creates promotes revenue generation for artists and arts organizations, as well as local businesses, by stimulating participation in existing community arts programs and generating new programming. The program has contributed significantly to Alachua County's creative economy and we anticipate that the program can also stimulate growth in the other fifteen counties.

Our program and artists serve over one million people per year through bedside interactions, workshops, performances, exhibits and permanent collections. Our programming is rapidly expanding outside of the hospital into the Gainesville and surrounding communities, and has become an important provider of creative opportunities for our community members. Our hospital-based population is a constantly changing representation of people from throughout the state. More than 35% of the people we serve are minorities, senior citizens, and/or physically disabled. An even greater portion is low-income. Approximately 40% are under age 21, and approximately 20% are over age 65. Our community-based populations are also highly underserved and economically disadvantaged. Our proposed expansions to the AIM to Connect program will significantly increase our service population, as it will allow us to continue to provide services to people after they are discharged from the hospital and to engage new audiences as well.

Our strongest educational component is the Center for the Arts in Medicine, the academic outgrowth of AIM, housed in UF's College of the Arts, which offers an MA in Arts in Medicine, two online graduate certificates, four undergraduate certificates, and annual intensive training and professional development programs throughout the year. We also train and mentor over 80 volunteers and interns each year, and host site visits for people from throughout the US who are developing arts in health programs.

Essentially, all of our programs are outreach in that we bring the arts to underserved individuals. Our proposed program expansions for 2022-23 will help us to directly serve an additional 5,000 people, conservatively estimated. All of our programs and performances are offered free of charge online and in physical environments that are accessible to anyone, regardless of income, age or disability. Our programs develop arts audiences statewide by exposing residents to the arts and by engaging active

participation. We have an array of programs focused on life-long learning, and over the past several years, we have developed an emphasis on programs that partner with and bring the arts to community human services agencies, including the Alachua County Senior Recreation Center, the Alachua Regional Detention Center, the Arc day center for adults with disabilities, HealthStreet, Alz Place day center for people with Alzheimer's disease, the UF Health Rehab Center, and the Malcom Randall VA Medical Center.

## 27. Marketing and Promotion

### 27.1 How are you marketing and promoting your organizations offerings? \*

Brochures

- Collaborations
- Email Marketing
- Newsletter
- Organic Social Media
- Paid Social Media

### 27.2 What steps are you taking in order to build your audience and expand your reach? - (Maximum characters 3500.)

How are you marketing and promoting your organizations offerings?

---

Our hospital-based Artists in Residence programs are primarily marketed through our strong, long-standing, and consistent presence in our hospitals, clinics, and community. Our prominent location in the Criser Cancer Resource Center (CCRC) on the 1<sup>st</sup> floor of the UF Health UF Health Shands Cancer Hospital, serves as a constant visual reminder of our programs for thousands of daily visitors. We keep a prominent signboard in the main lobby outside the CCRC that announces daily programs, and we work with the patient services department to disseminate program information to patients and visitors. We have a highly trafficked website that we update weekly, and have a robust social media presence including Facebook, Instagram, and YouTube where we update the community on activities and program features on a nearly daily basis. We also produce a monthly e-newsletter, which goes to over 5,000 people. Local and regional media feature our programs regularly on radio, television and in print media. We are fortunate that Arts in Medicine has broad media appeal, and enjoys regular coverage.

Since its 2016 pilot, 352Creates has created a network of over 1,000 people and hundreds of arts organizations. We will utilize this network and our hashtag, #352Creates, to encourage and promote 352Creates in 16 Florida counties. All of our proposed program expansions and activities will also be marketed through fliers, social media, listings on hospital and community web and print calendars, staff referrals, and local media coverage.



## F. Impact - Diversity, Equity and Inclusion Page 6 of 12

**28. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility.\* In addition to your facility, what step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community?)**

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at <http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/>. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

---

All of our programming is accessible to individuals of any cultural or socio-economic background, regardless of age, gender identity, ability, race, ethnicity, and/or language. As a healthcare system, our facilities are inherently and entirely ADA compliant and accessible. Every renovation and new building project is fully ADA compliant and all of our staff members are trained to recognize and report any ADA issues that might arise. In addition to maintaining facilities with the highest level of accessibility, we are able to provide special assistance, including language interpretation, wheelchairs or special seating, and adaptive technologies and equipment for our audience members and program participants. Our online programs are delivered from a website that complies with all ADA guidelines and does not require passwords or paywalls.

Our programs are also designed with diversity, equity, inclusion and accessibility in mind. Our artists work closely with partners and service populations to develop programs that celebrate and serve diverse cultures, and we engage professional development work to cultivate our artists' abilities to serve diverse populations.

Our programs are a vital part of the cultural lives of our community members. Our marketing strategies focus on reaching underserved audiences, and our facilities welcome those who need extra assistance or accommodations in order to enjoy participation in the arts. We print fliers and performance programs in large print and work with hospital translators as needed to ensure that everyone can access and actively enjoy our programs.

**Individual or Solo Artists: Skip questions 2-5 and move on to section H.**

### 29. Policies and Procedures

Yes

No

### 30. Staff Person for Accessibility Compliance

Yes

No

**30.1 If yes, what is the name of the staff person responsible for accessibility compliance?**

Brad Pollitt, VP of Facilities

**31. Section 504 Self Evaluation**

Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

Yes, the applicant completed the Abbreviated Accessibility Checklist.

No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

**31.1 If yes, when was the evaluation completed?** 6/1/2021

**32. Does your organization have a diversity/equity/inclusion statement?**

Yes

No

**32.1 If yes include here:**

Here at UF Health, diversity refers to all the ways in which people differ and how those differences affect the way we think and act. By managing and valuing diversity, our goal is to create an environment which ensures that all employees and customers are respected and included, that utilizes the full potential of every employee to improve productivity and that is flexible enough to adapt to change.

We recognize that within our workplace, diversity can mean where you fit in the organizational structure and what your role is, as well as where you grew up, where you went to school and where live and worship today. There are also all those aspects that make up the “you” we know as a unique individual.

UF Health has a strong organizational commitment to diversity, with specialized educational efforts and mandatory training programs for all employees and managers.

Our Diversity Goal: to create an environment open and accepting of individual differences, where all employees can maximize their potential.

**33. Accessibility includes other factors besides physical. What efforts has your organization made to provide programming for all?**

As noted above, all of our programming is accessible to individuals of any cultural or socio-economic background, regardless of age, gender, ability, race, ethnicity, and/or language. Our programs are a vital part of the cultural lives of Gainesville residents, particularly those who cannot access or afford arts events in other venues. With the expansion of our virtual programs, we are also now able to extend our reach and better serve urban, rural, local and national communities. Our program is nationally and internationally recognized as a leader in arts in health, and is positioned to provide innovative and

replicable program models to the field. At a time when artists and arts programs must provide services in a new and unfamiliar way, our virtual programs and platforms are serving as a resource for best practice programming to be shared and replicated with the hope of expanded access to the arts for all people.

**34. Describe the Diversity of your staff, volunteers, and board members.**

There is diversity among our artists, program staff, and volunteers. We employ individuals with diverse backgrounds and skillsets. In our program, we see the most diversity in our artists in residence who range in age, race, and gender, as well as artistic discipline, ideologies and life experiences. In an effort to develop programs that feature and celebrate diversity, and to cultivate our artists' abilities to successfully serve diverse populations, we seek to create a team that models the community in which we live and work. We also see diversity among our volunteers, many of which are UF students, but who come to the University from various backgrounds and with different goals and interests. Similar to our artists, our volunteers range in age, race, and gender, as well as artistic discipline and experience. We are committed to continuing to see and expand diversity among our staff and volunteers, and in our programs.

## G. Track Record Page 7 of 12

### 35. Fiscal Condition and Sustainability

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

We are very fortunate to receive an annual budget from UF Health Shands Hospital, and to have excellent fiscal management and leadership. We maintain a diverse funding base, which balances the annual operating budget allocated by UF Health through endowments, grants and annual donor support. However, as with all arts organizations, we have experienced budget cuts in response to COVID-19. In response, we continue to make the most of every budget dollar and create significant impact through creative thinking, partnerships and efficient resource utilization; and we have also significantly increased our efforts to cultivate individual donor support, as well as grants.

In order to support our programs and artists, we continuously seek outside funding, including private contributions to our endowment (annual interest from the endowment supports artist honoraria as represented under "Private Support" in the budget), grants from state and federal agencies and foundations, and gifts from individuals.

Given our modest operating budget, we consider sustainability very seriously as we propose program expansions. Historically, we have been able to effectively demonstrate the value of new and expanded programs implemented through external sources and garner additional funding from the hospital or other sources to sustain them. Our marketing strategy is geared toward cultivating awareness of new programs and their impact in order to garner new financial support in the following year and beyond. We also work closely with UF Health Shands development officers to identify opportunities for private and foundation support for sustaining and expanding our programs. As noted above, we will be heightening these efforts in the coming year.

**36. Completed Fiscal Year End Date (m/d/yyyy) \*** 6/30/2020

### 37. Operating Budget Summary

<b>Expenses</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
1. Personnel: Administrative	\$463,955	\$462,274	\$466,464
2. Personnel: Programmatic	\$265,997	\$267,124	\$268,000
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$1,084	\$8,150	\$4,000

5.	Outside Fees and Services: Other	\$8,790	\$2,340	\$5,000
6.	Space Rental, Rent or Mortgage	\$100		
7.	Travel	\$2,914		
8.	Marketing	\$4,860	\$4,400	\$4,500
9.	Remaining Operating Expenses	\$65,550	\$62,000	\$65,000
<b>A.</b>	<b>Total Cash Expenses</b>	<b>\$813,250</b>	<b>\$806,288</b>	<b>\$812,964</b>
<b>B.</b>	<b>In-kind Contributions</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>\$25,000</b>
<b>C.</b>	<b>Total Operating Expenses</b>	<b>\$833,250</b>	<b>\$826,288</b>	<b>\$837,964</b>
	<b>Income</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
10.	Revenue: Admissions			
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$5,461	\$23,806	\$16,000
13.	Private Support: Corporate	\$622,865	\$613,960	\$608,668
14.	Private Support: Foundation	\$117,200	\$103,062	\$127,296
15.	Private Support: Other	\$40,000	\$36,000	\$36,000
16.	Government Support: Federal			
17.	Government Support: State/Regional	\$27,724	\$29,460	\$25,000
18.	Government Support: Local/County			
19.	Applicant Cash			

<b>D. Total Cash Income</b>	<b>\$813,250</b>	<b>\$806,288</b>	<b>\$812,964</b>
<hr/>			
<b>B. In-kind Contributions</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>\$25,000</b>
<hr/>			
<b>E. Total Operating Income</b>	<b>\$833,250</b>	<b>\$826,288</b>	<b>\$837,964</b>

**38. Additional Operating Budget Information - (Maximum characters 500.)**

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

Not Applicable

**39. Paid Staff**

- Organization has no paid management staff.
- Organization has at least one part-time paid management staff member (but no full-time)
- Organization has one full-time paid management staff member
- Organization has more than one full-time paid management staff member

**40. Hours \***

- Organization is open full-time
- Organization is open part-time

**41. Does your organization have a strategic or long range plan?**

- Yes
- No

# H. Track\_Record Page 8 of 12

## 42. Rural Economic Development Initiative (REDI) Waiver

Yes

No

## 43. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at <http://dos.myflorida.com/cultural/grants/grant-programs/>. Proposal Budget expenses must equal the Proposal Budget income.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (theses are earned or contributed funds supplied by your organization))
- c. In-kind (the value of donated goods and services)

Do not include any non-allowable expenses in the proposal budget. (see non-allowable expenses).

For General Program Support the Proposal Budget should match the operating budget minus any non-allowable expenses (see non-allowable expenses).

### 43.1 Personnel: Administrative \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Tina Mullen, Program Director	\$0	\$72,500	\$0	\$72,500
2	Samantha Moss, Service Learning Coordinator	\$0	\$30,000	\$0	\$30,000
3	Kris Sullivan, Exhibit Curator, Program Coordinator	\$0	\$24,500	\$0	\$24,500
4	Erin Hendryx, Operations Assistant	\$0	\$30,000	\$0	\$30,000
5	Akin Yai, 352Creates Program Coordinator	\$14,500	\$4,000	\$0	\$18,500
<b>Totals:</b>		<b>\$14,500</b>	<b>\$181,000</b>	<b>\$0</b>	<b>\$195,500</b>

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
6	Dionne Champion, 352Creates Marion County Liaison & Evaluator	\$0	\$20,000	\$0	\$20,000
<b>Totals:</b>		<b>\$14,500</b>	<b>\$181,000</b>	<b>\$0</b>	<b>\$195,500</b>

#### 43.2 Personnel: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Michael Claytor, Musician in Residence	\$6,000	\$30,300	\$0	\$36,300
2	Ricky Kendall, Musician in Residence	\$5,500	\$30,200	\$0	\$35,700
3	TBD, Artist in Residence for Porters Community	\$15,600	\$0	\$0	\$15,600
4	Jason Hedges, Musician in Residence	\$4,000	\$24,000	\$0	\$28,000
5	Whitney Wilson, Dancer in Residence	\$0	\$12,000	\$0	\$12,000
6	Sarah Hinds, Artist in Residence	\$4,000	\$25,000	\$0	\$29,000
7	Rusti Brandman, Dancer in Residence	\$0	\$5,200	\$0	\$5,200
8	Sunita Canady, Artist in Residence	\$0	\$14,000	\$0	\$14,000
9	Andrew Hix, Writer in Residence	\$3,000	\$5,200	\$0	\$8,200
10	Molly Kempson, Artist in Residence	\$3,600	\$20,000	\$0	\$23,600
11	Austin Brockner, Artist in Residence	\$5,200	\$5,200	\$0	\$10,400
12	Camilo Reina-Munoz, Theatre Facilitator	\$0	\$3,600	\$0	\$3,600
13	TBD, Artist in Residence for Theatre Connect	\$12,500	\$0	\$0	\$12,500
<b>Totals:</b>		<b>\$64,800</b>	<b>\$182,100</b>	<b>\$0</b>	<b>\$246,900</b>



#	Description	Grant Funds	Cash Match	In-Kind Match	Total
14	Tammy Bernard, IT Practitioner	\$3,000	\$5,000	\$0	\$8,000
15	TBD, Dance Class Accompanist	\$2,400	\$2,400	\$0	\$4,800
<b>Totals:</b>		<b>\$64,800</b>	<b>\$182,100</b>	<b>\$0</b>	<b>\$246,900</b>

### 43.3

### 43.4 Outside Fees and Services: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Visiting Artist Stipend	\$6,500	\$0	\$0	\$6,500
<b>Totals:</b>		<b>\$6,500</b>	<b>\$0</b>	<b>\$0</b>	<b>\$6,500</b>

### 43.5

### 43.6

### 43.7

### 43.8 Marketing \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Printing, signs, banners, web hosting and design, and t-shirts	\$2,200	\$2,000	\$0	\$4,200
<b>Totals:</b>		<b>\$2,200</b>	<b>\$2,000</b>	<b>\$0</b>	<b>\$4,200</b>

### 43.9 Remaining Proposal Expenses \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Art supplies	\$2,000	\$20,000	\$0	\$22,000
<b>Totals:</b>		<b>\$2,000</b>	<b>\$20,000</b>	<b>\$0</b>	<b>\$22,000</b>

**Amount of Grant Funding Requested: \$90,000**

**Cash Match: \$385,100**

**In-Kind Match:**

**Match Amount: \$385,100**

**Total Project Cost: \$475,100**

**44. Proposal Budget Income:**

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

**44.1**

**44.2**

**44.3**

**44.4 Private Support: Corporate \***

#	Description	Cash Match	Total	
1	UF Health Shands Hospital	\$325,100	\$325,100	
<b>Totals:</b>		<b>\$0</b>	<b>\$325,100</b>	<b>\$325,100</b>

**44.5 Private Support: Foundation \***

#	Description	Cash Match	Total	
1	Children's Miracle Network	\$20,000	\$20,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$20,000</b>	<b>\$20,000</b>

**44.6 Private Support: Other \***

#	Description	Cash Match	Total	
1	Donor Support	\$40,000	\$40,000	
<b>Totals:</b>		<b>\$0</b>	<b>\$40,000</b>	<b>\$40,000</b>

**44.7**

**44.8**

44.9

44.10

**Total Project Income: \$475,100**

**44.11 Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$90,000	\$90,000	19%
B.	Cash Match	\$385,100	\$385,100	81%
	Total Cash	\$475,100	\$475,100	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$475,100	\$475,100	100%

**45. Additional Proposal Budget Information (optional)**

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

---

# I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DAC credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg, .gif, .png, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

## 46. Required Attachment List

Please upload your required attachments in the spaces provided.

46.1

### Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Grant W-9 2020.pdf	35 [KB]	5/28/2021 10:20:17 AM	<a href="#">View file</a>

## 47. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
MULLEN_DCA Support Letter 2021.pdf	Letter from AIM Director		112 [KB]		<a href="#">View file</a>

File	Title	Description	Size	Type	View (opens in new window)
AIM trifold.pdf	Arts in Medicine Programs at UF Brochure		9797 [KB]		View file
UF Health Shands AIM Org Chart.pdf	UF Health Shands Arts in Medicine Org Chart		1165 [KB]		View file
Nurses Week Empathy Corner.png	Nurses Week Empathy Corner Article		914 [KB]		View file
Sample Artist in Residence Program Participant Evaluation Reports.pdf	Sample Evaluation Report	Methods and results of an evaluation study conducted in 2020-2021	25830 [KB]		View file
PIF montage.mp4	Video Montage of "Play It Forward," Song-grams for staff	UF Health employees submit songs to dedicate to fellow UF Health employees. Musicians in residence record these songs acoustically and AIM sends the employees the video link for them to enjoy and use to express gratitude for their fellow employee or unit.	160405 [KB]		View file
Aim and Patient-Written Song Facebook Post.png	Facebook Post of AIM and Patient- Written Song	Our musicians and writers craft the words and musical tastes of patients into songs with our mobile studio and can give the recording back to the patient.	110 [KB]		View file
352 CREATES slideshow 2021.pdf	352Creates Slideshow		4750 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
TheaterConnectFlyer.pdf	Theatre Connect program Flier and Funding Proposal		8842 [KB]		View file
Zoom to Room Flyer.pdf	Zoom to the Room Concert Flyer	Zoom to the Room, a virtual music concert, offers free live music to patients at UF Health who may otherwise be unable to receive a bedside music visit due to enhanced isolation precautions.	193 [KB]		View file

## **J. Notification of International Travel** Page 10 of 12

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

### **48. Notification of International Travel**

I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Department of Economic Opportunity.

# K. Florida Single Audit Act Page 11 of 12

## Florida Single Audit Act

In accordance with Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes, and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN (insert FEIN here) expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Florida Single Audit Act. You will be required to complete a separate certification form in [dosgrants.com](https://dosgrants.com) following the close of your fiscal year.

### 49. Florida Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with Section 215.197, Florida Statutes, Florida Single Audit Act and the policies and procedures established by the Division of Arts and Culture.



# L. Review & Submit Page 12 of 12

## 50. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.701, Florida Statutes and incorporated by reference into Rule 1T-1.039, Florida Administrative Code.

## 51. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Shands Teaching Hospital and Clinics, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

### 51.1 Signature (Enter first and last name)

Christina Mullen

