

The Children's Voice Chorus, Inc.

Project Title: General Program Support 2023

Grant Number: 23.c.ps.102.251

Date Submitted: Friday, May 28, 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 1

Discipline: Music

Proposal Title: General Program Support 2023

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** The Children's Voice Chorus, Inc. 
- b. **DBA:**
- c. **FEID:** 45-3116753
- d. **Phone number:** 786.216.7003
- e. **Principal Address:** 14401 Old Cutler Road Palmetto Bay, 33158-1722
- f. **Mailing Address:** 14401 Old Cutler Road Palmetto Bay, 33158-1722
- g. **Website:** www.thechildrensvoice.org
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Other
- j. **County:**
- k. **DUNS number:** 033645872
- l. **Fiscal Year End Date:** 08/31

1. Grant Contact *

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3. Authorized Official *

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4. National Endowment for the Arts Descriptors

4.1 Applicant Status

Organization - Nonprofit

4.2 Institution Type

Performing Group - Youth

4.3 Applicant Discipline

Music

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)

D. Quality of Offerings Page 4 of 12

9. Applicant Mission Statement - (500 characters) *

The mission of the Children's Voice Chorus is to positively impact the lives of young singers of all cultural and socioeconomic backgrounds through high quality choral music education.

10. 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.

The Children's Voice Chorus (CVC) is a nonprofit organization dedicated to providing choral musical education to children and youth of all cultural and socioeconomic backgrounds in the South Miami-Dade community. CVC was founded in 2011 with only 21 students, and now serves over 100 youth each year. CVC has embedded itself in Miami's cultural scene, with regular performances through South Florida, including Miami Heat and Miami Marlins games, Festival Miami with Sammy Figueroa, and most notably, in 2020 at Super Bowl LIV, where our students performed with Yolanda Adams during the pre-game show. We see our role as uniting students from across Miami through the universal language of music, teaching them not just to sing, but also to express and appreciate the difference and value in our individual voices, empowering them to cooperate and achieve more together than they can separately.

Now entering our 10th anniversary season, CVC programs reach young people from birth to eighteen years of age and focus on vocal development, personal expression, collaboration, and artistry throughout the full trajectory of a youth's artistic and academic learning journey. With programs accessible to youth of all levels, backgrounds and experiences, we offer three core programs with multiple entry points:

- Kindermusik, for children birth through age 7, is a nationally recognized early childhood program that develops musical fundamentals holistically through movement, rhythm games, and singing in highly accessible group classes.
- Three levels of choral ensembles for ages 8-18 engage youth through weekly rehearsals. Students develop individual skills including vocal technique, music comprehension, phrasing, and breathing techniques, as well as ensemble skills such as following a director, blending voices with a group, and part-singing, while preparing three or more performances throughout the year.
- Summer camp, for grades 3-10, provides four weeks of immersive vocal training where students explore their creativity and collectively create an original music video.

All CVC programs leverage music as a platform for personal development and nurturing peer relationships across lines of difference. Presenting vocal technique, music theory, and ear-training in an ensemble setting highlights for students the value and joy of taking part in creating something greater than themselves, while developing their individual musicianship and a sense of responsibility alongside their creativity. Our approach transcends musical training, embedding team-building activities and

community service engagements that collectively provide a richer experience for our students and also foster life skills such as teamwork, leadership, self-confidence, accountability, and respect.

Shifts in priorities and already under-resourced arts programs in local school systems, where the majority of youth first engage in creative learning, have meant rising numbers of students who do not have easy access to participate in arts programs that nurture their creativity or safe, structured opportunities to self-express. Most prevalent in communities otherwise lacking access to educational resources, this problem is exacerbated by growing socioeconomic and cultural divides, giving youth in Miami a greater need than ever to connect, find, and express their voices.

In order to reach more students directly in communities that lack access to consistent arts education, CVC began offering a satellite community-based program in Florida City in 2017 through our partner, Branches, a nonprofit that provides wraparound services. Our partnership, through which we run two choirs for elementary-age students and Kindermusik classes onsite at their venue, means that students at Branches also receive cultural enrichment at a young age. Once they reach middle school and age out of the Branches choirs, our partnership also offers a pathway for them to continue developing their voices in our flagship choirs to which we offer scholarships and transportation assistance for families in need. We are continuing to expand through our partnership with Branches by offering programs at their South Miami site beginning in August 2021 and their North Miami site beginning in August 2022.

By bringing together students of all ages from across Miami in an enriching, safe environment, CVC merges musical excellence with community building, creating a diverse community of students who celebrate their differences and build their awareness together. Beyond their musical education, students experience personal growth and cognitive development, learning to relate to the world with more openness, confidence, and understanding, so they can positively impact their families, schools, and communities.

10.1 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. Remedy a consistent lack of access to the arts for youth in Miami-Dade by making our immersive music education programs available regardless of socioeconomic status or background. Through financial aid, an accessible curriculum, and transportation offerings and our community-embedded satellite locations, we provide access to our choral programs to all students, regardless of socioeconomic status, background, or ability.

2. Students will grow artistically and creatively as well as develop cognitive and interpersonal skills. In ensemble settings, students learn vocal skills, gain experience with diverse choral literature and a thorough understanding of music theory, and develop age-appropriate sight-reading and performance skills. Team-building activities and community service engagements focused on personal development and peer relationships foster life skills such as teamwork, leadership, self-confidence, respect, grit, and accountability.

3. Enhance pathways for students to develop as aware, responsible leaders and engaged citizens in Miami-Dade, uniting with peers from across the county through collaborative artistic projects and community service engagements. Through vocal instruction in a positive social environment, we encourage collaboration, creativity, and inclusion, empowering students not just to find their own voices but also to celebrate and support others', planting the seeds for lasting change in the community.

10.2 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. We will increase our reach to include more students, growing from 125 students in Spring 2021 to 200+ by Fall 2022, to provide opportunities for those who otherwise do not have access to consistent arts programming. By expanding strategically through satellite sites in coordination with our community partner Branches, each new site reaches families living below the poverty line, who lack resources to pursue supplementary educational opportunities, and whose schools do not offer music programs. Providing financial and transportation assistance, we ensure that all interested students can access our programs, most notably in summer 2020, when we chose to reallocate camp income in order to increase financial assistance from the typical 50% to 81% when a segment of our families were experiencing reduced income due to the fallout from COVID-19.

2. Students will increase their vocal proficiency, musical comprehension, and performance skills, with year-round students performing in at least three public performances per year and summer camp students performing in at least one public performance and contributing to the creation of our camp-wide original music video. With collaboration and personal growth at the core of our mission, students will also participate in at least 4 creative group projects and 3 community service activities, enabling them to gain confidence, improve their relationships with adults, and cultivate personal and group responsibility. We anticipate similar outcomes to historic results of comprehensive participant surveys, The Children's Trust YouthARTS Assessments, in which annually 99% of students have shown improved aural skills, music literacy, vocal technique, and interpretation, as

well as reported improved communication and problem-solving skills.

3. All students will have the opportunity to get to know and collaborate with peers from all backgrounds, coming together from across Miami in accordance with our mission. Year-round students from all locations come together for major performances, bi-annual full day choral workshops, and during summer camp, which includes students new to the program along with year-round students from all sites, helping to instill a sense of unity and ensemble pride for all who are involved. Not only coming together as a unified choral ensemble to present performances and participate in songwriting and video production projects, our students also forge strong relationships with their peers and gain an awareness of cultural and socioeconomic diversity that they carry with them into their lives, families, and communities. Students' personal levels of growth in respect, tolerance, and commitment are documented using parent surveys; 99% report growth in those areas and overall satisfaction with CVC's impact on their children and the community. Parents and community members, in turn, also support CVC through volunteer work, helping to source artistic and logistical partnerships, and by helping us share our work on a broader scale.

10.3 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.

Choir/Concerts: CVC's flagship programs consist of 3 choirs at our Palmetto Bay location: Prelude (beginning), Harmony (intermediate) and Voice of Miami (advanced). Two additional choirs take place at our satellite site at Branches in Florida City, and two additional choirs will launch via satellite program at Branches at their South Miami and North Miami sites in 2021 and 2022. Choir members ranging from ages 7-18 participate in weekly rehearsals in preparation for 4 major concerts which are open to the public.

Students in our choirs engage in active music training with highly trained instructors and peers, enhancing both individual skills (vocal technique, aural development, music reading, diction, posture, phrasing, breathing techniques) and ensemble skills (following a director, blending voices with a group, part-singing). All students will learn and increase their competency in music theory, sight-reading/ear-training, songwriting, and vocal technique skills as well as gain performance experience.

Community Service: All choir students take part in service projects at least two times per year and once during summer camp. Recent projects have included performing for and feeding the homeless through Old Cutler Presbyterian, food drives for the migrant communities of Homestead through Sacred Heart Church, caroling at East Ridge Retirement Village, a beach clean-up via Baynanza, and singing at Relay for Life, a community fundraiser race. Community Service and team-building activities focus on cultivating personal development and peer relationships, fostering life skills such as leadership, self-confidence, respect, and accountability. Students develop increased awareness and nurture their personal commitment to the community through service projects and uniting as an ensemble with peers from across Miami.

Festivals/Professional Performances: Voice of Miami is CVC's premier performing/touring ensemble.

They represent the organization and South Florida youth talent through performance invitations and appearances at high caliber events, community initiatives, and festivals. Past performances include singing the national anthem for the Miami Heat, Miami Marlins and Univision's Despierta America (international TV), Carnegie Hall, Festival Miami with Sammy Figueroa, and St. Louis Cathedral, New Orleans at the Children's Choir Festival. Most recently, this ensemble joined with our Branches choirs in a highly-acclaimed and nationally-televised performance at Super Bowl LIV. In March 2020, we made national news when we produced one of the first virtual choir videos, and in June 2021, members of Voice of Miami traveled to Hawaii to perform in a choral festival with renowned composer and conductor Henry Leck.

Early Music Program: In Palmetto Bay and our Branches satellite locations, we offer Kindermusik classes, the world's leading music and movement curriculum for children birth through age seven and their caregivers. This program focuses on age-appropriate musicianship, child development and parent education, providing children the platform and a variety of tools to develop in all areas of cognitive and sensory function through music and movement. Kindermusik is also the foundation of a solid music education and powerful entry point for our current choral programs. Our Palmetto Bay Kindermusik offerings include classes for ages birth-4 with their caregivers, and for ages 5-7, and our Florida City, North Miami, and South Miami Branches Kindermusik classes are geared towards ages 5-7.

Summer Camp: CVC's highly accessible summer camp introduces new students to choral singing alongside experienced singers from our year-round programs. Camp centers on peer to peer learning, offering internships for older students to serve as mentors to younger ones, all centered around a collaborative project where students collaborate to create and produce an original song and music video. Open to any student grades 3-12 who wants to sing and create, camp is accessible to the entire community at a sliding cost based on family needs. Camp spans four weeks, four days per week, during which students participate in daily musical activities including ensemble rehearsals, masterclasses, and songwriting sessions, along with community service field trips, team-building activities, and mentorship, all focused on enhancing students' character development, social skills, and sense of community.

10.4 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.

Old Cutler Presbyterian Church - A flagship partner since our founding in 2011, they provide space for rehearsals, performances, and in-kind office space, both for year-round choral programs and our summer camp.

Branches - A community organization centered around underserved and minority communities, Branches formed a partnership with CVC in its Florida City location in 2017. With new satellite sites launching at Branches South Miami in 2021-2022 and North Miami in 2022-2023, this mutually-beneficial partnership enables us to provide Branches' community members Kindermusik and choral programs embedded in their communities at no cost to them.

Professional Artists - To engage and inspire our youth, we frequently collaborate with local and nationally recognized artists, composers, and musicians across various genres, including Jim Papoulis, Afrobeta, Keith Johns, Raquel Sofia, Yoli Mayor, Inez Barlatier, and Alejandro Elizondo.

Reaching millions of television viewers in February 2020, we performed alongside Yolanda Adams in the pregame show of Superbowl LIV.

Local Performance Partners - CVC has been fortunate to collaborate in mission-driven peer performances with many of Miami's most outstanding youth music programs, including the Miami Music Project, the Miami Children's Chorus, the Civic Chorale of Greater Miami, and Guitars Over Guns.

University of Miami - Building on strong relationships forged during our artistic director and executive director's Master's degree studies there, we continuously employ students from UM's Frost School of Music as accompanists, offering them impactful work in their chosen field while simultaneously inspiring our students and exhibiting pathways to success in musical careers. Providing our students with professional-level mentorship, we also engage UM faculty, including Corin Overland, Professor of Choral Studies at the Frost School of Music.

11. 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?

To best inform our programming and design the best experience for each students' unique interests and needs, CVC is committed to gathering and analyzing data around student growth both artistically and personally. Measuring musical growth throughout the year and at the end of the season, we administer student assessments twice per year in vocal technique, music theory knowledge, and aural development. Comprehensive student and parent surveys consistently demonstrate significant musical and personal growth as a result of our program, using Youth Arts Assessments from The Children's Trust and others. Outcomes have shown that:

- More than 95% of students in the last three years have increased in their arts skills and peer relationship skills;
- 99% of parents are satisfied with our programs; and
- For our summer camp, 85% of students who attend either continue into the year-round program the following school year and/or return to camp the following summer.

We also use data to evolve our practices as an organization, learning and recalibrating to become more effective in our work and to become more inclusive, proactively. Using CRM software and rosters, we document participants' demographics, aggregate attendance and to track retention from year to year and continuity between camp and our year-round programs. This enables us to notice student needs or attendance gaps and adjust our programming or offerings as such.

11.1 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.

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

10

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

10

14. How many Adults will participate in the proposed events?

1,500

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

0

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

200

17. 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.

17.1 Number of artists directly involved?

25

17.2 Number of Florida artists directly involved?

20

Total number of individuals who will be engaged?

1725

18. How many individuals will benefit through media?

1,500

19. 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.

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

Asian

Black or African American

Hispanic or Latino

White

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

Young Adults (18-24 years)

19.3 Underserved/Distinct Groups: * Individuals with Disabilities

Individuals below the Poverty Line

Individuals with Limited English Proficiency

Youth at Risk

20. Describe the demographics of your service area.

CVC reaches 200+ youth each year ranging from birth to 18 years of age, with a male/female ratio of 1:3. Our singers represent Miami-Dade’s diversity, with 20% self-identifying as African American, 45% as Hispanic/Latino, 19% as White, 12% as Biracial, 3% as Pacific Islander, and 1% as Native American. Students come from Palmetto Bay, Cutler Bay, Perrine, Goulds, Pinecrest, South Miami, Richmond Heights, Brickell, Kendall, Florida City, and Homestead, and represent public and private schools or are homeschooled.

50% of students come from low-income neighborhoods, and we make our programs available

regardless of ability to pay, offering financial assistance to all who qualify; usually over 50% of participants in our flagship programs and summer camp. In order to reach more students in communities that lack access to consistent arts education, CVC began offering a unique satellite community-based program in Florida City in 2017 through our partner, Branches. We reach Florida City students, the majority of whose families are living below the federal poverty line, outside of schools and in their own space, providing 50 students access to choir and Kindermusik classes and transporting them to participate in full-program events and performances with students from across Miami at no cost to them.

Leveraging our choral programs to support youth development and empower whole communities, we are expanding our Florida City program and launching programs at Branches' South Miami site in August 2021 and launching at their North Miami site in August 2022; nearly doubling our reach between 2020-2022. These expansions reach those currently enrolled in Branches' after-school programs or living in the surrounding community, primarily families who are low-income and predominantly Black, Haitian, and Hispanic, offering Kindermusik classes and choral ensembles for grades K-5.

21. 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.

Because CVC is inclusive and embedded in several different communities across Miami, we offer students and families the opportunity to not only frequent new areas of Miami and get to know those with different backgrounds, but also to embrace their differences as they work together towards the unified goal of creating and performing together. Participants in our Florida City program primarily belong to families who are migrant workers, those in our South Miami program primarily self-identify as Black, and participants in our Palmetto Bay program primarily belong to working and middle class families from across South Dade. As the through-line uniting these students in an environment that helps them to find their voices, they can express their unique identities while celebrating their diversity.

Regardless of their backgrounds, CVC opens the way for all youth to be part of our community. One of the newest members in Branches Florida City choir recently arrived in Miami after immigrating from Guatemala, having walked to the United States border on foot and spending several months in an ICE detention camp. Seeing this 10-year-old girl be welcomed by her fellow singers and successfully perform in her first concert was surreal and inspiring to the CVC community as a whole.

CVC stands out from in-school programs in the way we directly connect with our families within their communities. One singer from Homestead, the fourteen-year-old son of a veteran in a working class family, is traveling to Hawaii to sing in a recognized choral festival with his expenses completely underwritten by another CVC family. His mother wrote to us about her son and CVC's impact on him:

"My older son has been humming, whistling and singing since he's 5/6 months, he's been in chorus/choirs since the 3rd grade. He stated, 'I've learned more in the CVC summer camp about the notes and singing than I ever knew before.' This camp and now choir he joined after the summer has been a joy for him."

22. 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.

Miami-Dade

23. 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.

Miami-Dade

24. 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.

Over the course of the COVID-19 pandemic, we embraced virtual programming, showing us the opportunities it holds to reach larger audiences and provide increased access to students regardless of location. In March 2020, we made national news when we produced one of the first virtual choir videos, reaching an audience of over one million viewers. Bolstered by the experience gained during our 2020-2021 season when we performed six virtual concerts, including a live streamed benefit concert that reached over 1,000 viewers, we will continue live streaming 3 performances per year, to provide access to a larger audience at no cost to them.

Although the majority of our instruction has resumed to be in-person, as is the norm for choirs, we will continue to engage students through virtual projects, enabling collaboration between students who attend rehearsals in our three separate locations. Building on the technology and skills we developed in 2020-2021 when we held virtual voice lessons, musicianship classes, and choir projects, we are furthering our mission to connect youth from across Miami-Dade and inspiring understanding and developing team-work and leadership skills.

25. 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.

As already under-resourced local school systems become increasingly stretched to maximize dollars, arts programs are often a casualty. CVC is a bridge, merging community building with musical excellence, providing not only the music education unavailable in schools, and also a creative, diverse community of students that celebrates their differences and builds their awareness together. Beyond an

enriching musical education, students experience personal growth and cognitive development, learning to relate to the world with more openness, confidence, and understanding, so they can positively impact their families, schools, and communities. Research shows that students from under-resourced communities who participate in arts programs are more likely to graduate high school, attend and finish college, and register to vote (Catterall, et al., 2012), preparing them for future success and roles as leaders in their communities.

Dedicated to extending opportunities to any child who wants to sing regardless of ability to pay, CVC offers financial assistance on a sliding scale based on financial documentation provided by each family. As we grow, we specifically expand our programs into programmatically underserved communities so all areas have access, ensuring that singers have all required materials and transportation, and that we maintain the level and integrity of the program through highly trained teachers and thoughtful programming. With community-embedded programs held at Branches locations, we reach students in their own space, leveraging our programs to empower whole communities, uniquely outside the school context. Offered at no cost to students, CVC programs provide youth, primarily from families living below the poverty line, multifaceted music education that they cannot receive in schools, providing them with musical skills that also build their sense of responsibility for their own self-development and education, increasing their capacity to succeed in all facets of life. Through mentorship, community service field trips, and team-building activities, we empower students to thrive creatively and instill a sense of community that they will carry with them long after completing the program.

Further expanding our reach to the broader arts community, CVC engages local and national musicians and artists each year, hiring them as artistic collaborators with students in performances and as coaches during songwriting workshops, vocal clinics, also sharing best practices in production skills during choirs and summer camp. With all staff members holding degrees from University of Miami Frost School, we are dedicated to supporting their community, and continuously hire highly talented, diverse college students as accompanists. These staff members' professional capacities not only strengthen our programs and provide students with the best training, but also benefit the UM community in kind, offering hands-on, impactful professional work in the field that these UM students are incorporating into their studies. Being part of CVC during university is a point of pride during an important career development phase, while also exposing CVC students to the university's reach, quality, and opportunities at an early age.

26. Marketing and Promotion

26.1 How are you marketing and promoting your organizations offerings? *

Brochures

- Collaborations
- Email Marketing
- Newsletter
- Pay Per Click (PPC) Advertising
- Organic Social Media
- Paid Social Media

26.2 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 10 public performances each year, including full-length program concerts, community events, and the camp final concert generate community excitement around our program and serve as some of our best recruitment tools. Further aiding with recruitment, our summer camp attracts new students and helps us retain them, with 85% joining our year-round programs or returning to camp the following summer.

Fully embedded in the community, we nurture relationships with local businesses, community centers, teachers, and PTA groups who promote CVC by posting flyers, sharing events on their social media pages, and through word of mouth. Our dedicated parents and location partners, the Old Cutler Presbyterian Church and Branches community centers, also help advertise our programs to both potential students and audience members.

2020 saw the elevation of our media presence when millions of TV viewers across the United States saw our performance at Super Bowl LIV and the national news feature of our virtual choir performance of over one million views across all of our platforms in March 2021. Maintaining a consistent social media presence of over 1700 followers on Facebook and Instagram, we showcase student stories, videos, photos, and testimonials as well as promote live and virtual performances.

We promote public performances to Miami's general public using print flyers, newspaper articles and targeted web advertisements, utilizing platforms such as Florida Concert Flyers, Eventbrite, Just Ask Boo and Social Miami.

Through email campaigns to a list of over 750 subscribers, we send newsletters to current and previous parents, supporters, donors, community leaders, and local teachers to share student progress and achievements, upcoming events, fundraisers, and video performances.

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

27. 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.

Thanks to our partner venues who provide ADA-accessible spaces for our rehearsals and performances, our facilities are accessible for students and audience members with physical mobility limitations and hearing impairments. The buildings and restrooms where our programs are held can be accessed with ease and independence. Accessibility inquiries are welcome and addressed within 24 to 48 hours by directors and staff. We incorporate accessibility symbols on our marketing materials and provide sign language interpreters for our future concerts and events. For our virtual concerts and other digital media, we include closed captions to ensure audience members with hearing impairments can also access our performances.

Each year, CVC serves between 15-30 singers with documented disabilities, tailoring our activities and providing materials to provide appropriate accommodations for all learners' unique needs, such as large print sheet music. Several of the singers in our year-round choir have an IEP and varying abilities, such as autism spectrum disorder, and one of our year-round students is a singer with cerebral palsy who has physical and visual limitations. CVC is an all-inclusive community and no one has ever been turned away because of a disability.

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

28. Policies and Procedures

Yes

No

29. Staff Person for Accessibility Compliance

Yes

No

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

Jamie Sutta

30. 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.

30.1 If yes, when was the evaluation completed? 5/1/2020

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

- Yes
- No

31.1 If yes include here:

CVC does not discriminate on the basis of national origin, race, religious belief, gender, gender identity or expression, sexual orientation or ability in admission or access to its programs and activities.

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

CVC continues to offer its program to any student regardless of ability to pay. Financial assistance is offered on a sliding scale and based on financial documentation provided by each family. In addition, CVC's satellite programs in Florida City, North Miami, and South Miami provide students with weekly rehearsals in their own neighborhoods and with transportation for both students and families to performances. There is no cost to participate in our programs for these students nor for the family members who wish to attend concerts.

To best reach Miami's diverse community, we offer registration materials and hold information sessions to prospective families in Spanish and Creole, and we welcome students who do not speak English. With growing socioeconomic and cultural differences creating lasting divides in our communities, CVC unites youth from across Miami Dade in a creative, diverse environment, celebrating their differences and building their awareness, understanding, and confidence together.

Equally dedicated to addressing systemic issues that can contribute to internal inequity, the CVC team is also committed to continued education in DEI and participates in annual DEI and anti-racism training.

Increasing accessibility for potential audience members, we live stream our concerts, free of charge, reaching those unable to attend in-person concerts due to limited mobility or location.

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

Founder and Artistic Director Jamie Perez Sutta, raised in a low income community by her mother, a Dominican immigrant, created CVC in order to pay forward the life-changing opportunities that were

afforded to her as a vulnerable youth. She and Choral Director Laurah Merisier, of Black Haitian descent, share similar backgrounds to many CVC students and communicate easily with families as they collectively speak Spanish, Creole, and French.

A team of parent volunteers continuously support CVC activities, serving as role models who identify with students. Board members similarly represent CVC's diverse student body, with 37% identifying as Hispanic or Latino, 12% identifying as Black, and 51% identifying as White.

G. Track Record Page 7 of 12

34. 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.

CVC sustains itself with a diverse source of funding including grants, member tuition, private donors, corporate partners, foundations, and in-kind donations. We have been honored to be supported through the Tweed Foundation, Hicks Foundation, The Children's Trust, The John S. and James L. Knight Foundation (Knight Arts Challenge winner), and the Miami Dade Department of Cultural Affairs. In 2020-21, CVC won an award through the Miami Foundation's Community Grants program for the third year in a row. We are continually prospecting and cultivating funding sources to support our worthy program.

Part of the sustainability of CVC is the committed and experienced staff that is dedicated to the organization's mission. CVC is supervised, administered, and led by Director/Founder Jamie Perez Sutta. An accomplished choral director and educator, Mrs. Sutta holds a Masters in Jazz Voice Performance and a Bachelor of Arts in Choral Music Education specializing in secondary education. In 2019-20, Laurah Merisier joined our team as the Early Music Educator & Assistant choral director, making our mission possible by contributing joint artistic direction, choral instruction, social media, marketing, and outreach. We are also supported by our board of directors' varied expertise in advanced education, business, and accounting as well as our numerous family members' volunteer work.

The majority of our choral clinicians and accompanists hold advanced degrees in music education or performance and are accomplished teachers and professional musicians and artists. Frequent collaborations with local artists, including Alejandro Elizondo, Yoli Mayor, and Afrobeta empower our program as a whole, inspiring students and igniting their creativity while increasing public interest in our work.

Celebrating its 10th Anniversary season in 2021, CVC has a long track record with performances locally and nationally, including performing "America the Beautiful" with Yolanda Adams during the pregame show at Super Bowl LIV in Miami. In addition, CVC choirs have represented South Florida in performances at the Tampa Bay Performing Arts Center, Carnegie Hall in New York City as part of the National Children's Choir Festival, and in New Orleans at the St. Louis Cathedral as part of the Crescent City Children's Festival. Other performances include singing the national anthem for the Miami Marlins and Miami Heat, Univision's Despierta America, and Festival Miami with Sammy Figueroa. CVC has collaborated with the Miami Music Project, Guitars Over Guns, the Miami Children's Chorus, among others. Most recently, members of the beginning chorus recorded with GRAMMY-nominated sound engineer and producer Carlos Puacar on a recording for Enrique Iglesias.

Looking forward, we are eager to grow through our long-time partnerships with the Old Cutler Presbyterian Church, Branches and Miami Dade County Public Schools who provide space for us to engage our youth, logistical support, and assistance in recruiting new students who are eager to immerse themselves in our choral programs.

35. Completed Fiscal Year End Date (m/d/yyyy) * 8/31/2020

36. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$14,031	\$7,500	\$20,000
2. Personnel: Programmatic	\$45,626	\$45,000	\$70,000
3. Personnel: Technical/Production	\$5,200	\$10,000	\$10,000
4. Outside Fees and Services: Programmatic	\$18,076	\$30,000	\$35,000
5. Outside Fees and Services: Other	\$525	\$10,500	\$15,000
6. Space Rental, Rent or Mortgage	\$2,060	\$1,000	\$2,500
7. Travel	\$1,850	\$1,500	\$3,250
8. Marketing	\$3,669	\$7,750	\$8,000
9. Remaining Operating Expenses	\$66,685	\$37,874	\$49,250
A. Total Cash Expenses	\$157,722	\$151,124	\$213,000
B. In-kind Contributions	\$50,500	\$49,000	\$53,250
C. Total Operating Expenses	\$208,222	\$200,124	\$266,250
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions	\$5,678	\$2,500	\$7,500
11. Revenue: Contracted Services			
12. Revenue: Other	\$46,485	\$44,250	\$65,500

13. Private Support: Corporate	\$2,308	\$5,000	\$5,000
14. Private Support: Foundation	\$27,000	\$20,000	\$25,000
15. Private Support: Other	\$9,049	\$15,000	\$25,000
16. Government Support: Federal	\$14,981	\$12,000	
17. Government Support: State/Regional	\$5,006	\$7,374	\$10,000
18. Government Support: Local/County	\$41,831	\$45,000	\$75,000
19. Applicant Cash			
D. Total Cash Income	\$152,338	\$151,124	\$213,000
B. In-kind Contributions	\$50,500	\$49,000	\$53,250
E. Total Operating Income	\$202,838	\$200,124	\$266,250

37. 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."

Our current budget will be increasing next season to accommodate the new program site at Branches of South Miami.

38. 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

39. Hours *

Organization is open full-time

Organization is open part-time

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

Yes

No

H. Track_Record Page 8 of 12

41. Rural Economic Development Initiative (REDI) Waiver

Yes

No

42. 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:

- Grant funds (these are the funds you are requesting from the state)
- Cash Match (theses are earned or contributed funds supplied by your organization))
- 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).

42.1 Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Administrator	\$10,000	\$20,000	\$0	\$30,000
Totals:		\$10,000	\$20,000	\$0	\$30,000

42.2 Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artistic Director	\$10,000	\$40,000	\$0	\$50,000
2	Outreach Program Director	\$10,000	\$35,000	\$0	\$45,000
3	Program Instructor	\$5,000	\$10,000	\$0	\$15,000
Totals:		\$25,000	\$85,000	\$0	\$110,000

42.3 Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Clutch Content Partners- video production	\$0	\$10,000	\$0	\$10,000
Totals:		\$0	\$10,000	\$0	\$10,000

42.4 Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Accompanists, musicians, clinicians	\$5,000	\$35,000	\$0	\$40,000
Totals:		\$5,000	\$35,000	\$0	\$40,000

42.5 Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Grantwriting and Development	\$0	\$15,000	\$0	\$15,000
Totals:		\$0	\$15,000	\$0	\$15,000

42.6 Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Performance Space Rental	\$5,000	\$7,500	\$12,500
2	Administrative Space	\$0	\$30,000	\$30,000
Totals:		\$5,000	\$37,500	\$42,500

42.7 Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Bus transport for students	\$7,500	\$0	\$7,500
Totals:		\$7,500	\$0	\$7,500

42.8 Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Advertising/Print/Publications	\$0	\$7,500	\$3,000	\$10,500
2	Postage/Distribution	\$0	\$500	\$0	\$500
3	Web Design Support/Maintenance	\$0	\$3,500	\$500	\$4,000
Totals:		\$0	\$11,500	\$3,500	\$15,000

42.9 Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Insurance	\$0	\$3,000	\$0	\$3,000
2	Fundraising	\$0	\$2,500	\$0	\$2,500
3	Merchandise/Concessions	\$0	\$750	\$0	\$750
4	Supplies/Materials for students	\$0	\$10,000	\$0	\$10,000
5	Curriculum Fees for Kindermusik	\$0	\$2,500	\$0	\$2,500
6	Professional Development/Memberships	\$0	\$3,500	\$0	\$3,500
7	Bank, State Fees	\$0	\$1,000	\$0	\$1,000
8	Bookkeeping/Accounting/Audits/Legal Fees	\$0	\$10,000	\$5,750	\$15,750
9	Payroll Taxes	\$0	\$10,000	\$0	\$10,000
Totals:		\$0	\$43,250	\$5,750	\$49,000

Amount of Grant Funding Requested: \$40,000

Cash Match: \$232,250

In-Kind Match: \$46,750

Match Amount: \$279,000

Total Project Cost: \$319,000

43. 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.

43.1 Revenue: Admissions *

#	Description	Cash Match	Total	
1	Concert Ticket Sales	\$10,000	\$10,000	
Totals:		\$0	\$10,000	\$10,000

43.2

43.3 Revenue: Other *

#	Description	Cash Match	Total	
1	Member Tuition- Year-round and Summer Camp	\$40,000	\$40,000	
2	Merchandise/Concessions	\$1,000	\$1,000	
3	Performance Revenue	\$5,000	\$5,000	
Totals:		\$0	\$46,000	\$46,000

43.4 Private Support: Corporate *

#	Description	Cash Match	Total	
1	Corporate Support from local businesses	\$10,000	\$10,000	
Totals:		\$0	\$10,000	\$10,000

43.5 Private Support: Foundation *

#	Description	Cash Match	Total
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#	Description	Cash Match	Total
1	Miami Foundation, Perez Foundation, Coral Gables Community Foundation, Tweed Foundation, Hicks Charitable Foundation	\$40,000	\$40,000
Totals:		\$0	\$40,000

43.6 Private Support: Other *

#	Description	Cash Match	Total
1	Individual donors	\$20,000	\$20,000
2	Special Events Proceeds	\$16,250	\$16,250
Totals:		\$0	\$36,250

43.7

43.8

43.9 Government Support: Local/County *

#	Description	Cash Match	Total
1	Miami Dade Cultural Affairs- Summer Arts and Science Camps	\$40,000	\$40,000
2	Miami Dade Cultural Affairs- Youth Arts Miami	\$50,000	\$50,000
Totals:		\$0	\$90,000

43.10

Total Project Income: \$319,000

43.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$40,000	\$40,000	13%
B.	Cash Match	\$232,250	\$232,250	73%
	Total Cash	\$272,250	\$272,250	86%

Line	Item	Expenses	Income	%
C.	In-Kind	\$46,750	\$46,750	15%
	Total Proposal Budget	\$319,000	\$319,000	101%

44. 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.

45. Required Attachment List

Please upload your required attachments in the spaces provided.

45.1

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
W9 Form.pdf	30 [KB]	5/28/2021 12:37:36 PM	View file

46. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
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File	Title	Description	Size	Type	View (opens in new window)
Life_In_Love_Flyer.pdf	Flyer showing accessibility symbols as well as credit to DOS		990 [KB]		View file
Evaluation Tools examples.pdf	Evaluation Tools		193 [KB]		View file
CVC Logic Model.pdf	CVC Logic Model		44 [KB]		View file
Kids Talk about CVC (short clip).mp4	CVC Choristers Talk about Their Experience	Three members who have been in the chorus for multiple years, talk about the effects of being in The Children's Voice Chorus.	61481 [KB]		View file
Video 2.mp4	Branches Satellite Program	The director of the Branches Satellite Program in Florida City talks about what we do and the effects on the children.	183693 [KB]		View file
Summer Camp Video Ad.mp4	Summer Camp Program Video	This video details the experience that children have at our summer camp.	68702 [KB]		View file
Board of Directors List.docx	Board of Directors List		17 [KB]		View file
CVC Strategic Plan 21-23.pdf	Strategic Plan 21-23	The Children's Voice was chosen to participate in the Radical Partner's Strategic Planning Summit. This is our first strategic plan. We have met all of our quarterly goals to date.	472 [KB]		View file
In-Kind Detail for 22-23.pdf	In-Kind Detail 22-23	Projected In-Kind detail	59 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
Where the Light Begins Clip.mp4	Clip of Students Singing During Covid	In the fall of 2020, our students sang outdoors with masks and prepared a couple of songs to record like you see here. We maintained small groups and students actually used their cell phones to record their voices. We then edited them together and they performed by lip-synch on this video.	106068 [KB]		View file

46.1

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.

47. 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 following the close of your fiscal year.

48. 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

49. 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.

50. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of The Children's Voice Chorus, 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.

50.1 Signature (Enter first and last name)

Jamie Sutta

