

Grant Application



Grant Application

The Hartford Financial Services Group, Inc.

Date: January 15, 2004

Legal name of organization Harriet Beecher Stowe Center

Address of organization 77 Forest Street, Hartford, CT 06105 Telephone numbers 860-522-9258 Facsimile Number 860-522-9259

Chief executive officer (CEO) / Executive Director Katherine Kane

Telephone numbers 860-522-9258 x 310 Facsimile Number 860-522-9259

Contact person for this application, if different from CEO / Executive Director

Telephone numbers _____ Facsimile Number _____

Principal purposes and services of your organization: (attach additional pages as needed)

The Harriet Beecher Stowe Center is the site of the 1871 home of the author of the influential anti-slavery novel *Uncle Tom's Cabin*, which changed the way Americans viewed slavery and influenced the abolition movement before the Civil War. The Center's mission statement expresses the belief that the lessons of Stowe's life and work, particularly around the issues of race and gender, are powerful examples for us today and in the future. The Stowe Center carries out its mission through public education, preservation and interpretation of the museum and library collections, and through its program center that provides tours of the Stowe House, exhibits, symposia, lectures, publications and a website.

Geographic area served: Greater Hartford, State of Connecticut, New England and National

Number of persons served: 40,000

Number of employees: 12 full-time; 22 part-time; 5 volunteers.

Specific purpose for which funds are requested:

The Hartford Public School District is working with the Harriet Beecher Stowe Center to educate 17,000 of its 25,000 students through the Center's education programs to include all students in grades four through twelve. The district believes that Stowe's message has relevance to their curriculum, and that the Center's programs help prepare students to be good citizens and to perform well on standardized tests. The beliefs are so strong that district personnel are working with Stowe Center staff to develop programs specifically for their students: everything from program design to the development of teacher materials. As an experiential learning site that puts students into a historical context the Stowe Center is in an ideal position to offer programs that address student needs. Experiential learning is one of the most effective tools for teaching children, and is largely absent from traditional classroom settings.

Amount requested: to be determined;

Period of time in which funds will be spent: from 4/04 to 3/05.

Organization's total budget: \$ 1,149,029; Project's budget (if applicable: \$43,675

Has your organization received funding from The Hartford in the past? YES

Does an employee of The Hartford serve on your Board of Directors? YES

Name: Hans Miller

Does your organization receive support from United Way, Combined Health, Arts Council or other federated funds: yes: XX no: (does not receive operating grants, just special one-time grants from Arts Council)

Letter from IRS stating 501(c)(3) tax status: yes: X no: (Please attach copy.)

15. Signature of Board Chair indicating approval: [Signature]
Signature of CEO \ Executive Director: [Signature]

NARRATIVE AND ATTACHMENTS

Please provide the following in the order indicated, using the same headings, subheadings and numbers.

A. Narrative: *Please limit to five (5) pages.*

1. Organization Information

HISTORY MISSION AND GOALS

The Harriet Beecher Stowe Center, located in Nook Farm on Farmington Ave. in Hartford, is the historic home of the 19th century writer, Harriet Beecher Stowe, the author of the anti-slavery novel, *Uncle Tom's Cabin*, the best selling book of the 19th century. In addition to the house where Stowe and her family resided from 1873 until her death in 1896, the Stowe Center includes the Katherine Seymour Day House (which houses an extensive research library and administrative offices), Victorian gardens and grounds, and the Visitors Center (home of the Museum Shop and exhibition space).

The Stowe Center's mission is to preserve Harriet Beecher Stowe's Hartford home and its historic contents; provide a forum for vibrant discussion of her life and work; and inspire individuals to embrace her commitment to social justice and to work toward positive change in their communities. The Center's mission statement expresses the belief that the lessons of Stowe's life and work, particularly around issues of race and gender, are powerful examples for us today and in the future.

The organization's goals are articulated in its strategic plan:

Goal One: Catalyst and Convener

Recognizing the international significance of Stowe's work, the Stowe Center will be a catalyst and convener for discussion of difficult and controversial issues of race and gender and other social justice questions.

Goal Two: Educate and Interpret

Engaging and exciting educational programming and interpretation will connect the story of Harriet Beecher Stowe, her family, her work and her era to the needs and concerns of the people of Greater Hartford and the nation.

Goal Three: Civic Asset

As one of the city's gems, the Stowe Center will play an active part in the cultural and economic revitalization of Greater Hartford.

Goal Four: Collections animate and enrich

The library and museum collections and historic property will animate and enrich programs, research and teaching.

Goal Five: Sparkling Facilities

Facilities will continue to be restored, upgraded, reconfigured and maintained for interpretation, programs, exhibitions, visitor services, library, community access, and administration.

Goal Six: Sustainability

Sustainability will require balanced and diverse sources of revenue including earned, raised, and investment income.

Goal Seven: Skills and Expertise

The skills and expertise of the Stowe Center will grow and change as this plan develops.

CURRENT PROGRAMS, ACTIVITIES AND ACCOMPLISHMENTS

The Center carries out its mission through public education, by preservation and interpretation of its museum and library collection, and through its program center which provides tours of the Harriet Beecher Stowe House, exhibits, symposia, lectures and publications and a sophisticated website. The Center's programs reach 40,000 people a year, a number that has been steadily increasing.

Stowe's works have been published in more than 60 countries and translated into more than 30 languages and her popularity outside the U.S. continues to grow. The Stowe Center is a major tourist attraction, drawing regional, national

and international visitors and has been cited in surveys done for the Greater Hartford Tourism district as a leading visitor destination. Programming held in 2001-2002 in commemoration of the 150th anniversary of the publication of Uncle Tom's Cabin attracted record audiences to the site and was recognized in May 2002 by the Connecticut Humanities Council with the Wilbur Cross Award for exemplary heritage programming. In 2002, The Hartford Courant's Newspapers in Education (NIE) program and the Stowe Center co-sponsored a writing contest that won the national Newspaper Innovators in Education award. This program continued in 2003, with an additional partner, the Stowe Center's neighbor, The Mark Twain House.

POPULATION ORGANIZATION BENEFITS

The Harriet Beecher Stowe Center serves a diverse constituency, specifically middle and high schools in the region and individuals (including scholars) interested in Hartford, 19th century history, language arts and the accomplishments of women. In addition, visitors to the Stowe Center come from all over the world. Stowe's works were translated into more than 60 languages and her popularity outside the U.S. continues to grow.

The Stowe Center serves approximately 40,000 people a year. Approximately half come from the Greater Hartford region; the balance is from the rest of Connecticut and the nation. House visitors comprise approximately half the visitor total; others attend public education programs including lectures, symposia, exhibitions, teacher institutes, the annual Stowe Birthday party, social events, and the Nook Farm Victorian Holiday program, etc.

HOW ORGANIZATION INVOLVES THE PEOPLE IT SERVES IN PLANNING PROCESS

The Board of Directors is the primary link between the Stowe Center and the community. The Board is unusually ethnically and racially diverse and includes high school teachers and college professors, corporate executives, entrepreneurs, community leaders, marketing specialists, and a Beecher / Stowe family descendent.

A current project, funded by the Connecticut Humanities Council, will support a five-year program plan for the Stowe Center. The project incorporates surveys and focus groups to ensure that programming will reflect the needs and interests of the communities that are served, or could be served, by the Stowe Center.

HOW ORGANIZATION USES VOLUNTEERS; NUMBER OF VOLUNTEERS

Volunteers are used to staff special events and as community greeters. They include members, neighbors and students from neighboring Hartford High School. The Stowe Center has utilized the services of approximately 50 volunteers over the past year.

Hartford public high school students and graduates serve as historic interpreters, leading house tours, and are paid for this service.

HOW ORGANIZATION WORKS WITH OTHERS PROVIDING SIMILAR SERVICES; AND HOW IT IS UNIQUE

The Stowe Center is active in local, state and national organizations, including: the American Association for State and Local History, the American Association of Museums, The Connecticut Center for the Book, the Capital Region Library Council and the CT Trust for Historic Preservation.

The Stowe Center collaborates with its neighbors on programs and activities. In the past the Stowe Center has partnered with The Mark Twain House to present *A Nook Farm Victorian Holiday*. Other examples of Stowe-Twain collaboration are: a collaborative Newspapers-in-Education program with *The Hartford Courant*, monthly meetings of the curators and bi-monthly meetings of the executive directors; current research on interpretation and restoration of the grounds; coordination of construction schedules; selected joint grant applications. The Twain House has utilized the grounds of the Stowe Center for outdoor programs. The Stowe Center collaborates with other organizations as well.

The Stowe Center takes its role as a neighbor in Asylum Hill seriously, participating actively in the Asylum Hill Neighborhood Revitalization Zone process and the Farmington Avenue Association.

Beyond the Cabin is a multimedia theatrical touring show consisting of three actors playing contemporary characters exploring the impact of *Uncle Tom's Cabin*. Through interaction with the cast, students discover how they can help others. The show concludes with a student-made collage of ideas about what they can do to be proactive in the community. *Beyond* tours in the spring and is offered free to Hartford schools (others pay a fee).

Program evaluation is used to improve and enhance the experience. Works from the *Art Project* are exhibited at the Harriet Beecher Stowe birthday celebration; and outstanding student essays and teacher participants are applauded from the birthday's mainstage.

Other Education Programs

In addition to these school programs, the Center offers teacher training through the *Teacher's Institute*, now in its fourth year. The *Institute* uses a different theme from 19th century history each year and introduces teachers to new research and primary source documents. Recent themes are 19th century protest novels; abolition, education and suffrage; and 19th century perspectives on slavery. Teachers engage with scholars and learn to apply what they've learned to instructional strategies.

Skills addressed: reading, writing, visual literacy, critical thinking.

The Center recruits *tour guides from Hartford high schools*. These students, usually in their first jobs, are trained in the relevant history, presentation techniques, visitor service expectations, and job performance expectations.

Engaging 17,000 Hartford Students

With these programs, developed with teachers and school administrators, the Center is building stronger school programs. Three hundred Hartford students were involved with the Center in 2003; the goal is to reach 17,000. The plan is: 3,100 in 2004; 5,100 in 2005; 8,200 in 2006; 12,400 in 2007; 17,000 in 2008. Participation is built through networking with school staff; there are 27 buildings to reach. To accomplish this, the Center works with: Mary Womack, social studies coordinator, and Roberta Skripol, language arts coordinator, to create a series of commitment meetings with school staff. In 2004, the focus will be on grade four in two buildings; in 2005, four more schools will be added, expanding to grade eight. Plans for future years will develop as the program progresses. Hartford Public High School's (HPHS) principal, Mark Zito, will help increase student and teacher involvement from HPHS.

Workshops will be offered at statewide professional meetings.

Summary

The Harriet Beecher Stowe Center is in a unique position to help create community-responsive, successful citizens with Hartford's school children with a socially-responsible theme, experiential learning, programs designed to meet student needs, and a plan to reach, by graduation, every student in the district.

DESCRIPTION OF HOW THE PEOPLE EXPECTED TO BENEFIT HAVE BEEN INVOLVED IN ITS IMPLEMENTATION

- Teachers are involved in planning, project implementation, and evaluation
- High school students from Hartford Public High School who are trained guides at the Stowe Center participate in the creation of school programs
- Students participating in the tours will help us to revise and improve them on an ongoing basis

PROJECT ACTIVITIES AND TIMETABLE

To implement this project, the Stowe Center will complete following activities: These activities will begin April, 2004.

1. Work with Hartford Public School administrators to schedule one-on-one contacts with every Hartford School to arrange each school's involvement and its own approach to participating in the program. Each group will participate in the program that is most appropriate for students' grade level and the teachers' goals.
2. Revise the new school tour. The 45-minute tour includes presenting historical information and showing the connections between then and now. It also presents open-ended questions for students to think about and respond to. It will become a developmentally appropriate educational tool for teaching.
3. Produce a preparatory study guide and information packet (for teachers). This will provide a lesson plan structure for teaching students about Harriet Beecher Stowe, her life and work.

ANTICIPATED OUTCOMES AND RESULTS

The new student program will accomplish the following:

1. Students and teachers will learn about Harriet Beecher Stowe's life, work and commitment to social justice.
2. Students will learn through discovery and experimentation.
3. Students will explore ideas from multiple perspectives.
4. Students will learn to think, feel, and to interact socially.
5. Students will develop community-building skills.
6. Reach many thousands more students in the first year of the program
7. Tie into Connecticut curriculum standards in history and language arts, enhancing students' understanding and mastery of these subjects

LIST OF KEY INDIVIDUALS INVOLVED WITH THE PROJECT

Katherine Kane, Executive Director of the Harriet Beecher Stowe Center, assumed the post in 1998. Prior to this appointment, she was Director of the Collections Services and Access Division at the Colorado Historical Society in Denver. Ms Kane has degrees in sociology and anthropology, and extensive experience in museum management, technology and program development, and the creation of successful strategic, high-level collaborations between institutions.

Michael L. Radice, Ph.D., Director of Education and Visitor Programs at the Harriet Beecher Stowe Center, joined the museum staff in August 2002. He holds several advanced degrees, including a doctorate in public history from The Union Institute. Previously he was Learning Programs Coordinator at the Museum of the City of New York and Assistant Director at The Skyscraper Museum.

Dawn C. Adiletta, Curator

Formerly researcher and interpreter at Old Sturbridge Village, curatorial assistant at the Wadsworth Atheneum and the International Tennis Hall of Fame, Ten years' experience as a historical consultant doing historical research, programming collections assessments projects and collections projects. MA in American History from the University of Connecticut.

HOW THIS AGENCY WILL WORK WITH OTHER ORGANIZATIONS IF THIS IS A COLLABORATIVE PROPOSAL

This is not a collaborative proposal.

LONG-TERM STRATEGIES FOR FUNDING THIS PROJECT

This program is ground-breaking for the Stowe Center. We are seeking funding from a consortium of funders, in addition to The Hartford, including Aetna, United Technologies, Travelers Foundation and Mass Mutual. We have discussed this project with Marilda Gandara, President of the Aetna Foundation and John Motley, President of the Travelers Foundation and expect to have several more meetings and discussions with others in the future.

3. Evaluation

PLANS FOR EVALUATION INCLUDING HOW SUCCESS WILL BE DEFINED AND MEASURED

Teachers evaluate the program by filling out a form in their teacher preparatory packet following each program. The program will also be evaluated by the interpreters during our regularly scheduled meetings every two months using a focus group format. At the end of each semester, a written evaluation will be completed and recommendations made for changes for the following semester.

HOW WILL EVALUATION RESULTS BE USED OR DISSEMINATED

The results of the evaluation will be written in a summary prepared by Mike Radice that includes recommendations for the future. The following individuals and groups will receive a copy: The Hartford Financial Services Group, participating teachers and participating Stowe Center staff. In the fall, Stowe Center staff and teachers will meet to discuss the evaluation and its recommendations, and to make plans for the next school year.

Harriet Beecher Stowe Center -- Education Program Budget for Hartford Schools Participation

	2004 No. of Students	2004 Expenses	2005 No. of Students	2005 Expenses	2006 No. of Students	2006 Expenses	2007 No. of Students	2007 Expenses	Notes
Paths to Change	250		500		2,000		4,000		
Transportation		625		1,250		5,000		10,000	\$100/bus, 40 children/bus, Hartford & New
Educational Materials		63		125		500		1,000	\$.25/student
Admission		750		1,500		6,000		12,000	\$3/student avg., Hartford & New Britain on
Guides/Training		417		858		3,533		7,267	2 hrs, 12 students/guide, \$10/hour, plus in
Total Expenses, Paths		1,854		3,733		15,033		30,267	
Conversations w/	30		240		1,000		2,000		
Transportation		75		600		2,500		5,000	\$100/bus, 40 children/bus, Hartford & New
Educational Materials		120		989		4,240		8,720	\$4/ student, w/ inflation
Admission		450		3,600		15,000		30,000	\$15/student, Hartford and New Britain only
Actresses/Training/Cost		1,000		640		2,747		5,813	2 actress @ \$500/30 kids yr 1; \$20/hr yr. 2
Total Expenses, Convers.		1,645		5,829		24,487		49,533	
Art Project	300		900		900		900		
Transportation		0		2,250		2,250		2,250	HPHS only year one
Educational Materials		75		232		239		245	Bukeley, Weaver 40/bus, \$100/bus
Admission		900		2,700		2,700		2,700	.25 per student, w/ inflation
Guides/Training		500		1,545		1,590		1,635	\$3/student house tour
Total Expenses, Art		1,475		6,727		6,779		6,830	2 hrs, 12 students/guide, \$10/hour, plus in
Touring Show	2,500		3,500		4,500		5,500		
Scriptwriters		500		0		0		0	04 tour 1 wk; 05 tour 2 weeks; 06-07 tour 3
Show Fee		6,875		9,625		12,375		15,125	\$550/show for Hartford & New Britain, 200
Actors (4 @ \$90/day)		5,562		2,163		2,544		2,539	1 wk rehearsal -- 1 wk travel yr 1, 2 wks yr.
Travel (\$50/wk of tour)		50		39		50		49	Performers travel to schools
Videographers		5,300		0		0		0	
Equipment (300/yr rental, 900 purchase 04)		1,200		117		117		129	Purchases 04, rental prorated 05-07
Educational Materials		1,250		1,803		2,385		2,998	.50/student w/ inflation
Props (100 per year est.)		500		39		40		45	Prorated props years 05-07

Total Expenses, Touring

21,237

13,785

17,511

20,885

Standard Tour NOT FOR HARTFORD (see Paths to Change, Conversations w/)

Guide Salaries

Educational Materials

Costume Cleaning/Repair

Total Expenses, House

Prorated Overall Expenses

Intern One

Intern Office Equip.

Education Asst. (FT YR 07

Administrative (includes planning, evaluation)

Marketing

Total Prorated Overall Exp

Total Students Hartford
Total Expenses Hartford

3,533

1,699

0

11,776

1,699

18,706

4,434

0

0

7,391

1,777

13,601

4,642

0

0

7,736

2,604

14,981

2,556 1/2 time 04; FT 05, 06; 1/2 time 07 -- \$111/

0 Office set-up

8,243 Increase current assistant by 3/5s

8,519 40% time

3,686 School brochure print/mail; mailists; etc.

23,005

3,080

44,918

5,140

43,675

8,400

78,791

12,400

130,520