

# Charita Foundation

Revised August 2022

Style Definition: Body Text: Font:

## INSTRUCTIONS FOR GRANT APPLICATION

“Our mission serves to expand, illuminate and bolster the work of non-profit agencies within the United States focusing on the areas of arts, child welfare and the environment through programming and operational grants.”

The Charita Foundation, based in Denver, Colorado, has a long history of providing program and operational funding to assist non-profits achieve and expand their work to serve local or regional communities. Processing of application occurs through partnership with the University of Denver’s University College for deadlines and writing requirements. Non-profits are invited to apply for funding that supports both our mission and that of your non-profit. The “request” for funding from the “foundation” should address a significant “need” or “opportunity” to advance the cultural in a way to help sustain their mission through innovation.

### REQUEST, PROCESS AND AWARD DETAILS

#### Application Components

Download and complete this document including the instruction pages as the **one** file to be submitted for your request. Missing or incomplete information will lessen consideration.

Part 1: Questions 1-8 Specifics about your cultural

Part 2: Questions 9-15 Elements of the request - the approach, justifying the request, its value

Part 3: SWOT Chart of internal assessment of your non-profit’s current operational capacity

Part 4: Photo Gallery to help visualize the organization and ideally help explain the request's need - minimum of 3 photo/scans labeled following Turabian format

Part 5: Addendum (outside the request): Self-Reflection is about you the writer on the personal value of this process of applying

Part. 6: List of References for any cited material including direct quotes, statements from best practices, finances or support from media coverage.

Approaches: Applicants may submit a request for funding for one of two Approaches:

- ❖ Operational Approach - a grant for extending and enhancing, and supporting the operations (non-artistic) of the company OR
- ❖ Programming Approach - a grant for a program such as exhibit, performance, outreach that **extends** and **enhances** former pre-COVID offerings through innovation

Restrictions:

\*Often there is some crossover between programming and operations - ex: a new exhibit may require new spaces or staff - that should be recognized and incorporated in the request.

\*The grant cannot be used for building new facilities, paying off debt, taxes or other ongoing operations – office supplies, rent/mortgages, utilities or payroll.

\*Consider what might be possible toward innovation to solve a concern. Do not request funding for merely continuing traditional exhibits, school programs, performances or activities that are standard offerings for your company.

Awards: Grants for the current year are awarded up to \$200,000 and may be used over a 24 month period (2 years).

Deleted: 2021

Eligibility: The Charita Foundation Grant Program is open to non-profit organizations in the arts, child welfare or environmental efforts who have been in operation for at least 3 years in the United States.

Project/request year: Funds must be expended 24 months from the awarding of the grant. Failure to use funds as described by the deadline or failure to complete quarterly reporting will result in the return of all funds.

Deadline: See partner UCOL website for details. Late applications will be rejected.

Process: The grant will be reviewed by colleagues for completeness and engagement potential then forwarded to panel decision makers. Charita Foundation makes efforts to award without regard to age (over 21), race, special needs or national origin, gender identity or physical, emotion or mental differing abilities.

Note: Our panelists often take the elevator to our 9th floor offices.

Questions can be directed to -your instructor course via Canvas with our UCOL partners.

## Grant Application - Charita Foundation

\*Please use this only form to include the actual questions and your responses for upload.

No additional supplemental files are permitted. Questions may be single spaced – answers should be double spaced except for charts = financial and SWOT

\*Please add page numbers Your last name – nonprofit name – number in the header.

\* As a Word document your entries will cause spacing adjustment – there is no limit to the number of pages- only word count limits. Use the word count feature under toolbar “Review” to list your word counts on responses.

\* Include the questions in your own application.

### Part 1: ABOUT YOUR NON-PROFIT

**1. Name of Writer:** Bea Halstead

**2. Organization’s Name:** Arvada Center for the Arts and Humanities

➤ Address: 6901 Wadsworth Blvd, Arvada, CO 80003

➤ Description of area around your location and or venue:

The facilities include an outdoor sculpture garden and park, a building with an attached amphitheater, and several ancillary buildings. It is located in central Arvada, Colorado two miles north of the Olde Town Arvada shops and restaurants, on a major highway. Apex Community Rec Center is across the street.

**3. EIN Non-profit Number (501)(c):** 84-0849472

**4. Mission Statement** (additional value statements do not have to be included):

“The Arvada Center celebrates and elevates the human condition with engaging arts, humanities, education, and entertainment that expand the cultural landscape for everyone who visits us” (Arvada Center n.d.).

**5. Number of Staff** (managers, administrators or those listed on website):

There are 119 employees, not counting volunteer Board Members, and four open positions. There are twenty Board Members and one President/CEO, ten departments with Directors and Managers: five ACES staff members, five Administration staff with one open position, five Patron Services staff with one open position, eight Box Office staff, four Communications staff, eight Education staff, eight Facilities staff, two Galleries and Exhibition staff, fifty Performance staff with two open positions, three Philanthropy staff (Arvada Center n.d.).

**6. Overview/Insights about Board of Directors or Volunteer Program:** (100 words max) Board includes mention of the number of members and a few sample backgrounds; volunteer numbers and sample duties. Your word count: [86]

The Arvada Center (the Center, A.C.) board consists of twenty members and has slightly more female than male members residing in the Denver metro area. A review of LinkedIn biographies shows the ethnic background of the board members is primarily white, mainly from for-profit businesses, and they appear to be middle-aged to mature adults with above-average socioeconomic status (Arvada Center n.d., LinkedIn n.d.). The board members serve a two-year term, donate \$1500 per term, and can be voted into consecutive terms indefinitely (Markman,

2023).

**7. Financial Overview:** use the table below to provide the most current information possible.

(Expand table may be expanded as needed to detail where earned income comes from or areas of donated income).

What year?	2021
Earned income:	\$ 8,459,220 /86% Government grants
Donated income:	\$ 814,538
Expenses	\$ 8,036,534 / 67% Program expenses
Total (surplus +) or (deficit -)	(+405,443)

Source: ProPublica 2021

**8. Overview/Introduction** - provide an introduction to your nonprofit without directly repeating information above. Include specific mention of your non-profit's typical programming and public offerings (100-150 word) **Your word count: [ 147 ]**

In 1976 the Arvada Center opened to enrich the cultural life of the surrounding community and became tax-exempt in 1981 (ProPublica n.d.) The Arvada Center hosts unique theatre and dance performances, concerts, gallery exhibitions, a history museum, arts and humanities classes, and event facilities (A.C. n.d.). In 2020-2021, the Arvada Center developed virtual programming for various cultural and renewed its focus on inclusion, diversity, equity, and access (IDEA). In 2023, the current programming includes three new gallery exhibits *Like Art and Science*, a contemporary art exhibit by fourteen artists. The theatre is currently presenting *Our Town*, a three-act play by Thornton Wilder, and *The Book Club* play by Karen Zacarias, in the smaller Black Box Theatre using a reparatory format. (A.C. n.d.). The Center also provides the community with over seventy classes, including dance, ceramics, exercise, music, art, summer camps, and more each year (A.C. n.d.).

## Part 2: ABOUT THE REQUEST

In this section, provide thoughtful responses that specifically answer the questions and subject areas in paragraph format. Avoid listing and write with elevated language, use of cited evidence and in an engaging manner; you may use “we” and “our” for these answers.

*Innovation – actions taken that shift the organization is a substantially different path.*

*Caution should be taken to connect the Need to the Request. How will the cultural benefit from the action?*

**9. Grant Request Title:** 10 words or less that encapsulates your request - not a statement of request. Ex: “Jazz It Up: Supporting Music Educators with Improvisation”

“AMPLIFY: LGBTQ+ Artistic Expressions”

**10. Statements of Need:** What is the challenge, innovation or problem that will be impacted by a possible grant award. Tell our panelists **why** you are seeking funding **to address a need**. Include “evidence” (factual support) with statistics, statements or quotes from others about the concern as proof the “need” is present. Specify who will be helped with this grant? (100-200 total words) **Note: there should be no description of your proposed actions in this section – as you are ONLY to prove and describe the PROBLEM your request will address**  
**Your word count: [ 149 ]**

The LGBTQ+ populace faces ongoing violence, discrimination, and bias that needs to be addressed through art education and advocacy at a local and national level. “The arts inspire community pride and mutual trust...helping make places healthier and safer” (Americans for the Arts n.d). “Nearly 1 in 5 of any type of hate crime [such as November 19, 2022, Colorado Springs night club shooting] is now motivated by anti-LGBTQ+ bias and reports of violence and intimidation against LGBTQ+ people...” (Henry 2023, HRC 2022). The Arvada Center needs funding to build cultural awareness for this minority group through representative artistic content. Colorado’s equity ratio in 2019 shows 4.6% of adults identify as LGBTQ+, yet in 2023, a newly submitted anti-transgender bill is circulating in the House of Representatives (Williams Institute 2019., Ford 2023). LGBTQ+ communities in Colorado and beyond need representation

and exposure to their experience to help prevent future violence and discrimination.

**11. Statements of Request Overview:** What is your request for funding? Describe clearly and concisely the actions, changes, improvements or **solutions that would address the need described in Question 10 above**. Provide an overall statement of the actions that would be taken include both specific actions and a possible example. (100-200 total words)  
**Your word count:** [ 196 ]

Since 2020, the Center has presented an ongoing humanities series, *Amplify*, and partnered with artists from the BIPOC, Latinx, Asian, and Indigenous communities to elevate topics and artists that are lesser known (A.C. n.d.). In 2022, we expanded the series beyond virtual formats to our Black Box theatre with *Amplify Live* and offered live-streaming access for viewers at home. However, we have yet to partner with the local LGBTQ+ artist community and have not budgeted for any programming to continue the *Amplify* series in the 2023-24 fiscal year. Funding is needed to revitalize the series with new content and artistic voices delivered in all formats to maximize the reach of the messaging and impact on local and national audiences. Six local LGBTQ+ arts leaders will host uniquely curated Amplify performances with their selected talent over the next two years. To ensure that the arts are accessible to everyone with no programmatic or physical barriers, we will post a virtual version of *Amplify* for free on YouTube. While we charge an admission fee for the in-person *Amplify* theatre performances, the cost is low at five dollars a ticket to provide an affordable chance to experience the arts.

**Actual amount requested (maximum \$200,000 total available over 24 months):**  
\$180,000

**12. Estimated Expenses:** Provide a generalized listing of major expenses by item and cost to

justify the suitable award. (ex: storage space \$250 monthly). Table or bullet points acceptable. Break out the funding that you are requesting including how the funds will generally be utilized. Some reasonable research for this section is expected for expenses, but general estimates can be submitted as long as they are reasonable. Be specific when possible.

There will be six 30-minute performances, ranging from music, dance, and storytelling expressions of allyship produced for all formats starting in late Spring of 2023. Included are funds for light video editing for post-production publishing for Arvada Center digital channels. Each curator will have a \$27,000 budget to deliver a live and recorded performance on the Main Stage Theatre. The Center will provide digital publication support on the website and YouTube using existing 4K cameras, theatre/practice space, and salary employees for theatre production for box office, lighting and electrical, and filming of performances. Below are the starting recommended categories for each performances budget planning and spending allocation; any surplus post-production will be returned:

- Unique Content (Licenses): \$6,000 x 6 shows
- Theatre Sets and Props: \$3000 X 6 shows
- Costumes: \$2000 x 6 shows
- Salaries: \$10,000 x 6 shows
- Publicity/Printing: \$3,000 x 6 shows
- Video editing: \$200/hr – 10hrs max (\$2,000) x 6 shows
- ADA accessibility: add closed captions (\$2,000) x 6 shows
- Miscellaneous: \$1,000 x 6 shows
- \*Required evaluation and analysis methods(not managed by curator): 3,000 x 6 shows

**13. Impact and Evaluation: answer each question (50-75 total each) Your word count: [ ]**



**a. What evaluation methods will your use to gauge whether the use of these funds substantially addressed the idea for your request?**

Collecting email addresses from the 500+ ticket purchasers with an evaluation form to measure outcomes like community sentiment and interview staff and volunteers' post-production. Employ a survey link in the online video to assess the impact on virtual viewers. An internal committee with the curator will review the budget, analysis of data, and create action items to pass on to the next performance. The evaluation team intends to incorporate an overarching outcome question for all programs to determine the performances that resonated the most toward building LGBTQ+ representation. [88]

**b. Are there other efforts that must be in place for this to be successful as well?**

Our existing partnerships with local media and internal promotions are critical tactics to generate awareness and interest. The staff and board members must undergo training and planning to prepare for the series. They will partner with local LGBTQ+ advocacy councils, artist groups, and theatres to advise on selecting local curators for unique, relevant story creation from a variety of cultural expressions such as music, dance, acting, and various performance arts. [70]

**14. What are the ramifications if this grant application is not funded? (50-75 total words)**

Please avoid obvious answers that people would not be served. **Your word count: [ 74 ]**

Without funding, due to budget restraints, the Arvada Center will not produce any virtual minority-focused content for the theatre in 2023 – 24. Beyond content, the importance of continuing to reach audiences virtually to provide opportunities to include those with

disabilities and social and economic limitations will go underserved. The LGBTQ+ artistic expressions are critical and relevant to expanding awareness and advocacy. Without it, it would represent a gap in representation of the LGBTQ+ community via the *Amplify* series at the Center.

**15. Closing Statements:** What might make the case for funding that was not stated above? The challenge here is to avoid clichés and generalities that the panelist may have read in dozens of other applications. Be thoughtful, insightful and choose language that might result in a full award. What is your call to action for Charita Foundation? (135-150 words)

**Your word count: [ 124 ]**

Artistic expression heals communities in strife and can help build empathy and representation that deters violence and discrimination. Combining virtual and in-person theatre with LGBTQ+ artists will enable advocacy and accessibility will grow. The outcome of promoting acceptance and increasing exposure for an underserved community and patrons is possible. In a community poll, only 50% of respondents said that LGBTQ+ people are accepted as [Arvada] residents (Niche n.d.) The Arvada Center needs to magnify the marginalized LGBTQ+ voices in their community with cultural representation to impact that sentiment. The Charita foundation can help heal LGBTQ+ relationships locally and nationally by supporting LGBTQ+ artists and their stories. *Amplify* started a platform for outreach, but without new content, a failure to advance LGBTQ+ representation will occur.

### Part 3: SWOT INTERNAL ASSESSMENT OF YOUR NON-PROFIT

*SWOT – a standard assessment tool focusing on the internal Strengths, Weaknesses, and external Opportunities and Threats of an organization*

Charita Foundation takes the stewardship of our funds and responsibility to our mission, staff and board very seriously. To better understand the current state of your non-profit, create a

SWOT chart stating observations and realizations about your non-profit. The entries should be in all areas of operations such as location, staffing, board membership, volunteer programming, finances, marketing, programming, development, outreach, etc.

Details of this SWOT requirement enumerated on the Assignment UCOL website. Suggested format below; do not use full sentences instead phrases of 4-9 words. Each category of SWOT should be a chart with 10 findings - more than one chart can be on a page if readable. Remember 10 findings required in each of the areas: 10 in Strengths, 10 in Weaknesses, 10 in Opportunities 10 in Threats.

\*To help reviewers, please number each entry = 1. Excellent volunteer program

Do not submit this section as a separate file, but keep it part of your application. No limit on pages. Avoid complete sentences and use phrases without periods.

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. A.C. wins True West Awards for <i>Amplify</i> series (Moore 2020)</li> <li>2. 2020 – 2022 partnerships with minority performers expand awareness of those voices.</li> <li>3. Pandemic conditions drove innovation to produce online content</li> <li>4. Humanities content stayed relevant by addressing current social justice topics</li> <li>5. New revenue stream via event space donated by the City of Arvada (ACES) (AC n.d., 13)</li> <li>6. Arvada Center is an independent non-profit, and the City of Arvada retains ownership of the facility (Lane 2017)</li> <li>7. Artistic Director of Theatre, Lynne Collins, is open to new theatre formats (Denver Gazette 2022)</li> <li>8. In 2022, an IDEA strategic plan was implemented to increase internal and external representation (A.C. n.d.)</li> <li>9. Largest multi-disciplinary art and culture center in the U.S. (City of Arvada, n.d.)</li> </ol>	<ol style="list-style-type: none"> <li>1. Board member’s representation of sexual identity, ethnicity, differently abled, economic status, and age lacks diversity (Markman, 2023)</li> <li>2. Only two of twenty Board members have non-profit acumen (Markman, 2023)</li> <li>3. None of the Board members have technology experience (LinkedIn n.d.)</li> <li>4. Fundraising efficiency is at 55% and should be 65% or above (Burdett 2016, 313)</li> <li>5. Discontinued virtual programs limits accessibility and outreach (AC n.d.)</li> <li>6. Repertory format (when used) limits diversity and culture by using the same small cast members for 2-3 consecutive plays (Denver Gazette 2022)</li> <li>7. Fundraising Gala in 2023 lacks clear fundraising tactics to meet goal (A.C. n.d.)</li> <li>8. Donor benefits include non-tax exempt gifts that impact revenue (A.C. n.d.)</li> <li>9. Web design has not been refreshed since 2019 (A.C. n.d.)</li> </ol>

<p>10. Education programs served 7,000 students in 2020–2021 (AC 2021, 21)</p>	<p>10. Website is not translated for any other languages and doesn't include ADA/WIA accessibility (WIA n.d.)</p>
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Opportunity	Threats
<p>1. Partner with local Indigenous owned/operated businesses to create awareness and launch new programs.</p> <p>2. Revise website with Spanish translations increase reach to 15% Hispanic population in Arvada (Niche n.d.)</p> <p>3. NEA grants and media partnership available for LGBTQ+ initiatives (NEA 2022)</p> <p>4. One Colorado partners to advise on LGBTQ+ advocacy (One Colorado n.d)</p> <p>5. Sponsorship by Bonfils Station Foundation for increased social media (Bonfils 2023)</p> <p>6. Participate in Colorado Business Committee for the Arts (CBCA) Equity, Inclusivity, Diversity and Accessibility committee meetings (CBCA n.d)</p> <p>7. Greater collaboration with existing LGBTQ+ artistic groups to diversify talent and representation</p> <p>8. New staff self-identification policy to measure internal diversity efficacy</p> <p>9. Partnership with <i>Out Front Magazine</i> to increase media coverage</p> <p>10. Median household and individual income levels in Arvada, CO are higher than the national average (Niche n.d.)</p>	<p>1. Denver Performing Arts Center has a larger theatre and licenses popular productions like <i>Hamilton</i>.</p> <p>2. Only 50% of Arvada residents in an opinion poll feel LGBTQ+ people are accepted, this could limit local interest (Niche n.d.)</p> <p>3. APEX Community Center across the street offers less expensive rates for activity participation (Apex n.d.)</p> <p>4. A.C. had to take a \$ 1 million dollar payroll loan from the federal government in 2020-2021 will need repayment (A.C. 2021, 2)</p> <p>5. Economic decline post-pandemic leads to lower in-person attendance</p> <p>6. Minority population patrons go elsewhere to support culturals</p> <p>7. ACES Ballroom rentals face a highly competitive local market</p> <p>8. Local crime rates on the rise with increasing population and new residents</p> <p>9. City of Arvada recently removed Arvada Center content from their website reducing exposure for the Center.</p> <p>10. City of Arvada hosts a competitive multi-cultural event in a local park not affiliated with the Center (City of Arvada, 2023)</p>

**Part 4: PHOTO DOCUMENTATION**

Provide a minimum of three photographs that represent your non-profit to assist the panelist in understanding more about the work of your organization. One must reflect the facility (not necessarily the outside building) and others such as scans of marketing material or programming are suggested. Label them according to Turabian Manual.

Figure 5: *Exterior of Random Art Museum*. 2022. Photograph by Bradford Warren for Random Art Museum. <http://www.randomart.org>



Figure 1: *Arvada Center Entrance Area*. 2018. Photographed by Jeffrey Beall for Wikipedia. [https://en.wikipedia.org/wiki/Arvada\\_Center\\_for\\_the\\_Arts\\_and\\_Humanities#/media/File:Arvada\\_Center\\_for\\_the\\_Arts\\_and\\_Humanities.JPG](https://en.wikipedia.org/wiki/Arvada_Center_for_the_Arts_and_Humanities#/media/File:Arvada_Center_for_the_Arts_and_Humanities.JPG)



Figure 2: 2022-2023 Arvada Center Theatre Season. n.d. Accessed on February 26, 2023.

<https://arvadacenter.org/theatre>

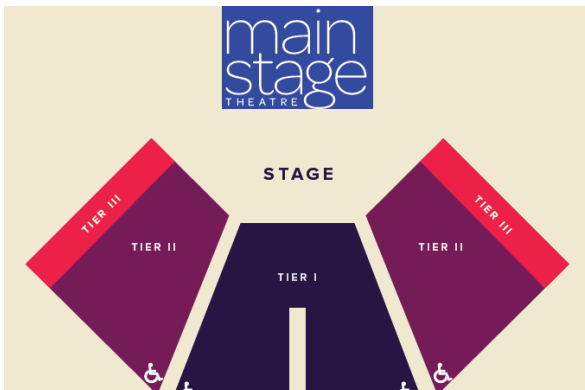


Figure 3: 500 seat Main Stage theatre layout. 2022. Accessed on February 26, 2023.

<https://arvadacenter.org/events/damn-yankees>



Figure 4: *Amplify* logo. n.d. "Episode 2". Video. 0:05. Accessed on February 26, 2023.

<https://arvadacenter.org/amplify>, [https://youtu.be/fuNwTpOe\\_Xk](https://youtu.be/fuNwTpOe_Xk)



## AMPLIFY

Produced and curated by Betty Hart  
Conceived by Marcus Turner  
Edited by Pierce Murphy

ARVADA CENTER FOR THE ARTS AND HUMANITIES



Presented by Senior Arts Journalist John Moore

Figure 5: *Amplify* PR Example. 2020. John Moore. <https://arvadacenter.org/inside-the-arvada-center/2020-true-west-awards-amplify>

### Part 5: ADDENDUM: SELF-REFLECTION

This is an addendum and not part of the request for funding. Here you may use first person (I, me, my) without regard to the grant appeal above. Instead this section is about you personally - to share your thoughts on the process of doing this assignment – the creation of the ideas and the paper. The Reflection should encompass your actions, growth and self-realizations about the work of fulfilling this major assignment. \*Should you choose you may submit this separately from the Application via email to Dr. D’Armond if personal issues arise you don’t wish to be shared in a Peer Review or final posting. Minimum of 50 words. Importantly: this section is NOT about the cultural and your awareness of its problems or successes – but about YOU.

I enjoyed all the study, discussions, and research culminating in an assignment that is a viable representation of cultural work. Elements of the SWOT analysis proved valuable in guiding my learnings to establish internal and external elements while enhancing my existing research. I chose the Arvada Center because its work in IDEA and multicultural space was impressive and resonated with my passions. After researching the programming and discovering *Amplify* wouldn’t be continued this year, I was determined to work towards bringing it back to life. Although getting funding for an existing program is difficult, there is power in utilizing an existing brand for both digital and patron exposure, and new content creation requires much support.

I am part of the LGBTQ+ community as a pansexual (no sexual preference), non-binary (no gender identity), and non-monogamous (relationship preference) “married” person. I have experienced discrimination and violence for being “different”. It is primarily due to existing personal bias, a lack of representation, and education on how minority voices experience life. There are similarities in the LGBTQ+ community with the BIPOC community issues being addressed in the original *Amplify* series, including lack of artist representation in theatre and



culturals, social discrimination, and violence endured. The grant proposal created hope for a better representation of the LGBTQ+ community, bringing me comfort. We must continue building this foundation for lesser-known experiences to fully celebrate the human condition of being unique by advancing stories and accessibility to view them.

## Part 6: ADDENDUM: SELF-REFLECTION

List references you used for quoted material including statistical information or finances. Use standard Turabian Manual formatting.

### References

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