

Project or Proposal

Project Overview: (200 words max)

The project overview should present a concise summary of your project. Include the reason for your project, goals and objectives, who will be involved and the amount of funding requested.

- The Amherstburg Freedom Museum exists to preserve Black heritage of the region and the history of the Underground Railroad:
- The museum collects, preserves, interprets, researches, and exhibits a collection of artifacts and archives of historical and cultural value.
- The museum has a renewed focus which highlights Amherstburg's stories of the Underground Railroad and the compassion and solidarity it took to make this network possible.
- We promote the Town of Amherstburg as the chief entry point for Black refugees seeking freedom in Canada as they travelled the Underground Railroad in the 1800s.
- Through our annual events, we provide rich experiences of Black culture and history to both residents and visitors. These events draw visitors from out of town and these visitors stay and visit the town.
- The museum has a website, and a Facebook page, Twitter, and Instagram which draw tourists from around the world. Visitors then often ask Museum personnel for information on what else to do while they are in town and are provided suggestions on tourist destinations, restaurants, and shopping.

The museum is requesting an operational grant of \$8,500 to help us continue to provide these services and continue to draw visitors to Amherstburg.

Amount requested:	\$8,500
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Project Description: (500 words max)

The project description should provide in depth details of how you plan to bring your project to life. Include some of the key next steps and activities you will undertake.

Market Reach or Attendance. Partnerships or Collaborations.

Currently our proposed activities planned for 2021 are contingent on the laws and regulations set in place by the provincial and federal governments, region, health unit and municipality pending events related to COVID-19. As we are in Stage 3 currently, we are hopeful that we can continue planning our normally scheduled events in 2021.

1. We will be open to walk-in visitors from the public, year-round. We have only been open year-round for less than ten years of the museum's existence.
 - On weekdays from noon till 5 pm
 - On weekends, from 1 till 5 pm
 - By appointment outside of these hours for pre-booked groups
 - The museum will be closed on Mondays and Civic Holidays.
2. We will provide tours and educational programming to:
 - Groups of 10 or more
 - School groups (from both Canada and the United States)
 - Other children's groups
 - Seniors' groups
 - Family reunions
 - Church groups and other service groups
3. Our 2020 cultural programming will include (pending COVID-19):
 - *Ribs & Ragtime*: The museums annual fundraiser held on the beautiful museum property, offers an evening of jazz music and delicious ribs and chicken. This annual event raises money to support the mission of the museum to preserve and share Amherstburg's stories of the Underground Railroad and the compassion and solidarity it took to make this network possible.
 - *Emancipation Day Celebrations*: In place of the former Freedom Landing Festival, we now hold a two-day celebration for Emancipation Day Weekend (the day slavery was abolished in Canada). It will include a dinner/dance and golf event.
 - *Annual Christmas at the Museum* –This is a cultural event of music and traditional storytelling with a 1-hour program in the intimate, acoustically bright Nazrey A.M.E. Church, National Historic Site of Canada. Dessert buffet to follow.
 - The possible hosting of third party events such as the Hour-a-Day Study Club, honouring young graduates of African descent, and the Holiday House Tour Tea as part of this year's River Lights Festival which we have participated in past years

- Presentation of the Mac Simpson Award, a bursaries totalling \$1500 to students of African descent, in memory of our founder.

Amount requested:	\$8,500
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Desired Outcomes: (200 words max)

This section should also include what will be accomplished and the desired outcomes.

The museum will continue to be open to area residents and visitors to Amherstburg. We will also continue outreach to Essex County Schools as well as those beyond, which will increase visitors and our educational reach. We will work towards increasing the number of visitors we see and we will strive to ensure that these visitors are aware of:

- The significance of this town as a settlement for Black refugees at the end of the Underground Railroad, and
- The contributions that the descendants of formerly enslaved people made in this region.

The museum will increase its ability to provide unique, authentic experiences in Black history through its annual events. The first Amherstburg Freedom Summit that is to be held again in 2019, will also use the lessons of the past to build stronger leaders for the future.

The museum will be able to build on its growing reputation of enriching Amherstburg's culture and increase community support for its programs and events.

Amherstburg will be known as the chief entry point for Black refugees seeking freedom from slavery during the Underground Railroad years. The immigrants contributed to the growth of Canadian society and to the town of Amherstburg.

Goals & Objectives:

Describe the project goals and objective in measurable terms by using the **Timeline and Tasks Completed by Date** requirement. Please see below.

Timeline & Tasks Completed by Date:

Provide a detailed timeline of the major milestones involved in your project using the chart below. An example may be execution or marketing.

Name of Task	Ribs & Ragtime	Date Completed By	Spring, 2021
Task Description	The museums annual fundraiser held on the museum property, raises money to support the mission of the museum to preserve and share Amherstburg's stories of the Underground Railroad. Objective would be to continue to build on the events success and hire entertainment, create and sell tickets, obtain sponsorships. Create promotional materials and advertise prior to the event date.		
Name of Task	Emancipation Day	Date Completed By	Summer, 2021
Task Description	Following on the success of the last several years, the Emancipation Day Celebration and the Walter Perry Emancipation Golf Classic, to continue these two events and build on their success. Recruit entertainment, create and sell tickets, obtain sponsorships. Create promotional materials and advertise event.		
Name of Task	Christmas at the Museum	Date Completed By	December, 2021

Task Description	Continue the success of our Christmas Event, holding a sold out event the last couple years. Book talent for musical and spoken word components. Have tickets printed. Create promotional materials and advertise event.		
Name of Task	Increase number of visitors and subscribers	Date Completed By	December 31, 2021
Task Description	Though there is a goal to increase all visitors and subscribers, the museum will focus especially on increasing visitors and subscribers under the age of 35. This will be accomplished in conjunction with two projects ongoing at the museum, the creation of a new permanent exhibit and a digitization project to place the museum's collection online. Subscription campaign, marketing and advertising new exhibit and digital content.		

Budget:

1. Include a budget breakdown of how the grant funding will be used for your project. List and describe actual and pending costs and any other sources of outside income.

Our 2019 operating budget for utilities, staffing, and administration was \$ (this does not include event expenses, or program related expenses). This grant will be used to help us meet our operating costs.

The museum is funded primarily by:

- Donations,
- Memberships,
- Admission fees
- Fundraising activities
- Project-based grants

2. Please attach copy of last fiscal operating budget.

3. Other Funding Sources for Project; please list all. (Please see attached 2020 Budget)

Source	Amount
As per 2020 budget:	
Admissions	\$15,000
Bingo Revenue	\$20,000
Donations General	\$12,000
Corporate Support	\$2,000
Gift Shop Sales	\$3,750
Face to Face Campaign	\$10,000
Subscriptions/Memberships	\$5,000
Board Cultivation	\$5,000
Events	\$24,000
New Fundraising Initiatives	\$4,500
Mac Simpson Appeal	\$1,500
Canada Summer Jobs	\$12,000
Presentations & Rentals	\$1,000

Misc Revenue	\$500
Ad Revenue	\$1,200
Digitization/Research Revenue	\$2,500
Community Museum Operating Grant	\$10,556
Total amount received or anticipated:	\$130,506

4. What services will your project require from the Town of Amherstburg? Example; picnic tables, PW services, water, hydro etc. Yes, or No and list items?

Town of Amherstburg monthly published calendar and website:

- Having our major events listed.
- The Ribs & Ragtime garden party will likely require permits and supplies, as planning continues.

5. Has your organization received a grant previously from the program?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
Amount (cumulative)	\$66,000	Year(s)	2011-2020

Volunteers:

Please describe the number of volunteers and volunteer hours that will be used for your project. How will you recruit and train them for the task?

(150 words max)

We will require 120 volunteers to contribute more than 1000 hours to the Museum. These include volunteers to work bingo hosting sessions, serve on Museum committees, provide support at the Museum for events, maintenance, and programming.

They will be recruited:

- from our membership and subscribers
- through our newsletter (currently sent out to over 1000 people)
- from personal contacts of the Board, staff, members and volunteers
- through promotion on our website and social media platforms.
- Partnerships with schools, especially the University of Windsor
- Online recruitment through WeVolunteer.ca

They will be trained by staff and experienced volunteers.

Other Information:

Include any other useful information about your project. This could include reference letters, website pages, photos, etc.

(200 words max)

Please visit our website at www.amherstburgfreedom.org where you can view our monthly newsletters, which report on our ongoing activities and community contributions. You can also view other museum information, including information about the exhibits and programs we offer, as well as information about our board and staff. For photographs of our events, please check out our facebook page at www.facebook.com/amherstburgfreedom

Disclaimer and Signature:

I certify that my answers are true and complete to the best of my knowledge.

I agree to complete an "Annual Report" and disclose all relevant information to the Town.

The committee takes full responsibility for the actions of all members and volunteers associated with the committee.


Name:

Signature: 

Date: 8/26/2020

Witness

Name:

Signature: 

Date: 8/26/2020

Incomplete applications will not be considered.

	A	B	C	E
1				Annual Budget
2				
3	Amherstburg Freedom Museum			
4				2020
2	General Ledger Account	Type	ACCT#	
3	Admissions - Adult	R	4002	4,000.00
4	Admissions - Senior	R	4003	2,500.00
5	Admissions - Basic	R	4004	1,000.00
6	Admissions - Student	R	4005	1,500.00
7	Admissions - Family	R	4007	500.00
8	Admissions - Tour Groups	R	4015	5,500.00
9	Admission Revenue	N		15,000.00
0				
1	Bingo	R	4020	20,000.00
2	Bingo Expense	E	5725	0.00
3	Bingo Net	N		20,000.00
4				
5	Donations - General	R	4030	10,000.00
6	Corporate Support	R	4470	2,000.00
7	Donations Net	N		12,000.00
8				
9	Gift Shop Sales	R	4045	3,750.00
0	Gift Shop Inventory Expense	E	5030	(1,250.00)
1	Gift Shop Net	N		2,500.00
2				
3	Black History Month Appeal	R	4033	10,000.00
4	Face to Face Net	N		10,000.00
5				
6	Subscriptions/Memberships	R	4100	5,000.00
7	Membership Solicitation Expense	E	5550	0.00
8	Membership Net	N		5,000.00
9				
0	New Horizons	R	4330	0.00
1	New Horizons Expenses	E	5752	0.00
2	Cultural Develop Net	N		0.00
3				
4	Board Cultivation	R	4203	5,000.00
5	Board Cultivation Event - Expenses	E	5501	0.00
6	Board Cultivation Net	N		5,000.00
7				
8	Ribs & Ragtime	R	4210	13,000.00
9	Ribs & Ragtime Expense	E	5502	(8,000.00)
0	R&R Net	N		5,000.00
1				
2	Christmas at the Museum	R	4215	4,000.00
3	Christmas @ Museum expense	E	5525	(1,000.00)
4	C@M Net	N		3,000.00

	A	B	C	E
3	Amherstburg Freedom Museum			
4				2020
5				
6	Emancipation	R	4285	17,500.00
7	Emancipation Celebration Expense	E	5522	(10,000.00)
8	Emancipation Celebration Net	N		7,500.00
9				
0	Emancipation Golf	R	4222	14,000.00
1	Emancipation Golf Expense	E	5523	(7,500.00)
2	Emancipation Golf Net	N		6,500.00
3				
4	WFCU Windsor Express	R	4240	2,000.00
5	WFCU Windsor Express Expense	E	5540	0.00
6	Fundraiser Net	N		2,000.00
7				
8	Freedom Achievers Fund	R	4365	10,400.00
9	Freedom Achievers Fund Expenses	E	5665	(10,400.00)
0	Freedom Achievers Net	N		0.00
1				
2	Capital Improvements (Roof & Courtyard)	R	4315	0.00
3	Nazarey Roof Appeal	R	4228	0.00
4	Capital Improvements Exp	E	5640	0.00
5	Community Impact Net	N		0.00
6				
7	Mac Simpson Appeal	R	4287	1,500.00
8	Mac Simpson Award Expense	E	5504	(1,500.00)
9	Mac Simpson Scholarship Net	N		0.00
0				
1	Canada Summer Jobs	R	4340	12,000.00
2	Summer Student Wages	E	5415	(12,000.00)
3	Summer Jobs Net	N		0.00
4				
5	Trillium Digitization Grant	R	4325	0.00
6	Trillium Digitization Expenses	E	5610	0.00
7	Digitization Net	N		0.00
8				
9	Caesars Windsor Grant	R	4342	0.00
0	Caesars Windsor Grant Expenses	E	5565	0.00
1	Caesars Windsor Grant Net	N		0.00
2				
3	Presentations	R	4080	500.00
4	Rentals	R	4420	500.00
5	Miscellaneous Revenue	R	4460	500.00
6	Ad Revenue	R	4231	1,200.00
7	Digitization-Research Revenue	R	4465	2,500.00
8	Other Revenue	N		5,200.00
9				
10	Community Museum Operating Grant	R	4360	10,556.00

	A	B	C	E
3	Amherstburg Freedom Museum			
4				2020
01	Town of Amherstburg Grant	R	4310	8,000.00
02	Miscellaneous Grants	R	4370	0.00
03	Operating Grant Revenue	N		18,556.00
04				
05	Melvin Simpson Fund (Strategic Direction)_	R	4350	1,500.00
06	Strategic Direction	E	5510	0.00
07	Strategic Direction	N		1,500.00
08				
09				
10	Salary/Wages Expenses			
11	Curator's Wages	E	5410	(35,000.00)
12	Curator's Wages-assistant	E	5414	(28,000.00)
13	Occasional Part Time Wages	E	5417	(4,356.00)
14	Vacation Pay Paid Out	E	5419	0.00
15	EI Expense	E	5420	(2,000.00)
16	CPP Expense	E	5430	(3,000.00)
17	WSIB Expense	E	5440	(500.00)
18	Salary Expenses	N		(72,856.00)
19				
20	General Administrative Expenses			
21	Accounting (Audit) + Software license	E	5710	(2,500.00)
22	Advertising & Promotions	E	5715	(2,000.00)
23	Amortization	E	5718	(1,800.00)
24	Adjustment Write-off	E	5130	0.00
25	Bookkeeping	E	5722	(5,000.00)
26	Courier & Postage	E	5740	(2,000.00)
27	Currency Exchange & Rounding	E	5750	(500.00)
28	Elevator expense	E	5754	(1,900.00)
29	Equipment Leasing	E	5758	(500.00)
30	Insurance	E	5785	(8,000.00)
31	Interest & Bank Charges	E	5790	(600.00)
32	Internet & Web Hosting	E	5795	(1,500.00)
33	IT Repairs & Maintenance	E	5796	(500.00)
34	Website Maintenance/Redesign	E	5797	0.00
35	Memberships & Affiliations	E	5800	(250.00)
36	Office Supplies	E	5805	(2,000.00)
37	Photocopy charges	E	5810	(1,000.00)
38	Building Repair & Maintenance	E	5812	(2,500.00)
39	Miscellaneous	E	5840	0.00
40	Security & Alarm	E	5867	(1,000.00)
41	Telephone - 519.736.5433	E	5872	(1,000.00)
42	Telephone - 800.713.6336	E	5874	(280.00)
43	Mobile Telephone	E	5878	(320.00)
44	Gas/Heating	E	5910	(3,500.00)
45	Water & Electricity	E	5920	(3,500.00)
46	Legal	E	5712	(1,000.00)

	A	B	C	E
3	Amherstburg Freedom Museum			
4				2020
17	Staff Training	E	5882	(500.00)
18	Volunteer Training	E	5884	0.00
19	Strategic Planning Expenses	E	5888	0.00
20	Conferences	E	5893	(1,000.00)
21	Travel & Accommodations	E	5895	(1,000.00)
22	Programming Expenses	E	5530	0.00
23	Volunteer Appreciation	E	5960	(250.00)
24	General Administration Expense Net	N		(45,900.00)
25				
26	Revenues	T		170,406.00
27	Expenses	T		(170,406.00)
28	Total Net	T		0.00
29				
30				
31	Proposed New Fund Raising Events			
32	45th Birthday Celebration			
33	Jazz Night	R		
34	Jazz Night Expense	E		1000
35	Fundraiser Net	N		
36				
37	Stratford Trip	R		
38	Stratford Trip Expense	E		3500
39	Fundraiser Net	N		