

Instructions to Apply for Support from the Blue Hill Troupe, Ltd.

Application Deadline: Thursday, April 17, 2008

Selection Criteria

For consideration, non-profit, non-sectarian charities must provide cultural, educational, health or social service programs for New Yorkers. The Troupe's contribution usually supports a distinct Manhattan-based project, rather than a charity's general operating budget or endowment. In particular, we tend to give preference to development of specific programs, including ready-to-go plans that just need initial funding, infant programs that need enough financial nurturing to make them sustainable until further mechanisms can be established (e.g., grants), or expansion of existing programs to a new, clearly defined demographic or group of target clients (e.g., particular neighborhood, narrow age group.) We also look to see that further mechanisms are in place to sustain the program after our contribution.

The selected charity and the Blue Hill Troupe will work together continuously throughout the 2008-2009 season, running roughly from August 2007 through May 2008. We have learned that gathering as much support as possible through program advertising and ticket sales requires a season-long commitment of a member of your development staff, as well as at least one member of your Board. These individuals will interact on a regular basis with Troupe members responsible for program ads, publicity/marketing and ticket sales. The Charity and the Troupe work together, with the Charity as an essential partner in raising revenue from ticket and ad sales and sponsorships. It is critical that the Charity take full advantage of these fundraising opportunities in order to achieve their goals. While initial funds from the 2008-2009 season will be available to the selected charity a few months after the Spring Show, the final amount of the Troupe's donation will not be known and available until we close our books in late August.

Selection Process

The Charities Committee reviews all applications and selects three to five finalists. All committee members conduct site visits to the finalists. The site visits are tentatively scheduled to occur the week of May 12-16, at a mutually agreeable time and day. Finalists will be contacted to schedule the visits a week or two prior. The final selection of the charity is usually completed by May 30th, in advance of a formal announcement of the coming year's selected charity to Troupe members at our annual meeting in early-June. All other applicants will be informed at that time if they are not selected.

Application Process

Applications must be submitted in **triplicate** and include the following:

1. A brief background on the organization, including how it benefits Manhattan.
2. A concise description of the specific program/project for which you seek funding and your qualifications to carry out the program (staff, facilities, etc.)
3. A statement of how your organization might interact effectively with the Blue Hill Troupe, covering at least the following: personnel available; plan for generating ad and ticket sales (including relevant experience); potential conflicting fund raising events or programs during the season; plans for a pre-performance Gala event during the Spring show run (if any); distinct groups of supporters and how each might be involved (e.g., volunteers, Young

Professionals, corporate sponsors); and, experience in publicity or marketing.

(Please limit responses to points 1 through 3 to no more than five (5) pages in total.)

4. Financial aspects:
 - A Charity's overall budget for the current and forthcoming year.
 - B Proposed budget for the specific project/program, with attention to the impact the Troupe's support would have on implementing/sustaining the program and whether the timing of the funding has been considered in planning the program.
 - C Sources for ongoing support for sustaining/completing the project/program.
 - D Most recent audited financial statement.
 - E Copy of your IRS tax-exempt determination letter [501 (c) (3)].
5. List of your organization's Trustees or Board of Directors and their affiliations.
6. Name (if any) of Blue Hill Troupe members familiar with your organization.

Send the completed application in **triplicate** by Thursday, April 17, 2008 to:

Blue Hill Troupe, Ltd.
c/o Peyton Sise
520 East 90th Street, 1H-J
New York, NY 10128

ATTENTION: Please direct any questions regarding your application to the BHT Charities Committee Chair, Peyton Sise (psise@rcn.com or 212-312-3821). Please note that e-mailed applications will not be accepted.

BHT Board of Directors

Matthew Levine, President
Wendy Ruhm, Vice President
Matthew Hughes, Treasurer
Renee Lasher, Recording Secretary
Joanne Lessner, Development Secretary
Capron Hannay, Corresponding Secretary
Joseph Arnow, Member at Large
John Rafferty, Member at Large
Jacalyn Yang, Member at Large

BHT Charities Committee

Peyton B. Sise, Chair
Barrie Covington
Ken Daniel
Jennifer Tunnell
Pamela J. Miller CFRE CMP
Michele Ruhm
Jim Busterud

Recent Beneficiaries of Blue Hill Troupe, Ltd. funds:

2008	Covenant House New York
2007	The New York Society for the Prevention of Cruelty to Children
2006	The Doe Fund
2005	Student Sponsor Partners
2004	The Jericho Project
2003	Young People's Chorus of New York City
2002	Children's Aid Society
2001	Urban Pathways, Inc.
2000	Stanley M. Isaacs Neighborhood Center, Inc.
1999	The Family Academy