

Herzfeld Foundation Grant Application**Organization Information**

Organization name

Wild Space Inc

Street address or P.O. Box

820 E. Knapp St.

City

Milwaukee

State

WI

ZIP code

53202

Your organization's website

<http://https://www.wildspacedance.org/>

Federal tax ID# (EIN):

39-1602186

First name (of your organization's leader)

Debra

Last name (of your organization's leader)

Loewen

Email (of your organization's leader)

info@wildspacedance.org**Key Contacts**

Last name (of the person completing this application)

Reinke

First name (of the person completing this application)

Jenni

Email (of the person completing this application)

jenni@wildspacedance.org

Phone

414-793-5879

Proposal Information

What is the amount of funding you are requesting?

150000

Implementation

Purpose

Please explain how you will use the grant funds. Will they be used for general operations, programming or a capital project? How will the funds support your organization's mission? During COVID, Wild Space has adapted to continue fulfilling its mission to reach diverse communities through contemporary dance performance and outreach. Looking forward, Wild Space seeks support for general operations to stabilize the organization as it transitions artistic leadership and expands to

meet the challenges of a changing socio-economic climate while sustaining the company's gifts to Milwaukee. Thirty-five years after founding Wild Space, Founding Artistic Director Debra Loewen will transition to an advisory role. To facilitate the transition, the organization is working with Nonprofit Consultant Sara Wilson to develop a 3-year succession plan supported by a Board-driven "Wild Futures" fundraising campaign. Concurrently, the Board's Diversity, Equity and Inclusion Plan will increase education and community programming for underserved populations in a way that is culturally responsive, and increase access to live performances in new, underserved neighborhoods. Towards these goals, Wild Space respectfully requests \$150,000 in funding over 3 fiscal years (22-23 through 24-25) to subsidize wages and operating expenses.

Timeline:

- In September 2020, a Managing Director was hired.
- In 21-22, Wild Space hired and trained 3 returning and 5 new Teaching Artists (4 African American, 3 Caucasian, 1 Hispanic) and implemented outreach programs in 14 classrooms, 1 after school program, and 1 summer program at 5 MPS sites, reaching 354 MPS youth. This included a new partnership with The Kennedy Center Turnaround Arts program in 9 MPS classrooms to deliver a culturally responsive curriculum integrating English Language Arts standards with dance, and professional development to 7 classroom teachers.
- In January-May 2022, Wild Space is piloting InSite: Choreographic Apprenticeship, the company's newest outreach program, which addresses racial disparities in the field of dance. Building upon its 35 years of experience creating site-based works, the program mentors, produces, and financially supports choreographers of color to create site-based works and facilitate free workshops/performances in new neighborhoods. In 2022, Wild Space is supporting Choreographers Tisiphani Mayfield (African American) and Alisha Jihn (Asian American) to create new performances in Washington Park in partnership with the Urban Ecology Center, offered free-of-charge to the neighborhood.
- In April 2022, new Artistic Co-Directors Dan Schuchart and Monica Rodero - longtime Wild Space Artistic Associates - will begin a 3-year onboarding process with the Founding Artistic Director as she moves into an advisory role.
- To ensure organizational continuity and transference of institutional knowledge, in 22-23 the Founding Artistic Director (FAD) will remain full-time while the Artistic Co-Directors (ACD) work three-quarters time; in 23-24 the FAD will pull back to half-time while the ACD shift to full-time; in 24-25 and beyond the FAD will serve as an advisor and be paid on a per-project basis.
- To provide expanded outreach education and performances at new school and community sites, the corps of Wild Space Dancers and Teaching Artists will grow by 50% over 3 fiscal years.
- Guided by a commitment to Diversity, Equity, and Inclusion, in 2022-2023, Wild Space will work with consultant Victoria Isaac, an African American dancer, teacher, and sociologist with expertise in urban arts education and cultural diversity, to deliver training to incorporate culturally responsive, culturally relevant and anti-bias paradigms to teaching artists and staff. Over the next 3 years, a partnership with University of Wisconsin-Milwaukee Assistant Professor Mair Culbreth's undergraduate class, Teaching Dance in Community Settings, will explore culturally responsive pedagogy, and recruit and train future dance teaching artists.
- To support leadership continuity, organizational growth, and culturally responsive programming, the organization's operating budget will increase by 39% from 21-22 (\$144,000) to 22-23 (\$200,000) and by 25% over 3 fiscal years from 22-23 through 24-25 (\$250,000), leveling off thereafter.

Additional funds will support:

- Founding Artistic Director Debra Loewen's mentorship of the new Artistic Co-Directors;
- Increased staff compensation to grow programs and meet increased demand for relevant, culturally responsive programming in Milwaukee Public Schools and community organizations in underserved parts of the city as COVID restrictions ease;
- Fifteen additional Dancers, Teaching Artists, and Choreographic Apprentices, with a focus on recruiting and retaining artists of color;
- Increased outreach in underserved communities through 9 new partnerships, delivered in a way

that is culturally responsive, culturally relevant and anti-bias;

- Professional development and cultural sensitivity training for staff and contracted artists/teachers.

Specifically, over 3 fiscal years, funds will subsidize:

- 40% of Founding Artistic Director salary - \$30,000
- 25% of Artistic Co-Director salary - \$30,000
- 25% of Managing Director salary - \$35,500
- 50% of InSite: Choreographic Apprenticeship program - choreographer fees and 6 free community performances - \$20,500
- 15% of Performer wages - \$15,000
- 20% of Teaching Artist wages - \$15,000
- Professional development and cultural sensitivity training - \$2,000
- Culturally responsive curriculum development - \$2,000

Evaluation

Evaluation

How will your organization assess its performance? What does your Board care most about when it comes to assessing organizational performance?

Wild Space will assess its performance by comparing data collected over 3 years to the following projected outcomes:

TOTAL # OF PEOPLE SERVED - 10,020

Breakdown:

Total # of audiences served - 4,500

Total # of free community performances - 9

Total # of youth served - 5,400*

Total # of school partnerships - 12 (50% new)

Total # of artists and teaching artists employed - 120 (55% minority)

Total # of underserved community/neighborhood partnerships - 6 (50% new)

*Youth served - MPS Demographics:

50% Black or African American

28% Hispanic or Latino

10% White

8% Asian

4% Two or More Races

87% Economically Disadvantaged

Wild Space uses the following rubric to assess its youth education outreach programs:

- Skill: 70% of participants will increase their skill in dance or other art forms through sequential work culminating in a final project/performance
- Self-discipline: 70% of participants will increase their self-discipline by demonstrating the ability to coordinate a dance, prepare an art project or set a scene within a group
- Critical thinking: 70% of participants will increase their critical thinking skills by identifying connections among arts and academic disciplines in their work
- Collaboration: 70% of participants will increase cooperative skills by demonstrating the ability to create a collaborative performance piece within a group
- Community connections: 70% of participants will increase their understanding of how a community is shaped by economic, cultural and ethnic influences through hands-on creative work

In light of the organizational transition, the Board, Founding Artistic Director, Managing Director, and new Artistic Co-Directors recently revised Wild Space's mission statement to better articulate its values and priorities. The new mission statement reads, "Milwaukee-based Wild Space Dance

Company explores diverse cultural landscapes to create provocative new choreography, site-based performances, and educational opportunities; cultivates creative experimentation, innovation, and collaboration by investing in local artists; and engages audiences with dance in a shared experience of place and community." Catalyzed into action by the Black Lives Matter Movement, the Board has reserved a regular agenda item to discuss issues of Diversity, Equity, and Inclusion (DEI) at every Board meeting and is formulating a DEI Plan with a commitment to increase culturally responsive education and community programming for underserved populations and access to live performances in new, underserved neighborhoods. In addition, the Board formulated its 3-year transition goals and sent a Feasibility Study to 33 top donors requesting their input. Together, these documents guide the Board's priorities for assessing organizational performance, including:

- Expanding the audience for contemporary dance through site-specific performances, free community performances, and new marketing strategies;
- Creating educational opportunities for underserved youth, delivered in a way that is culturally responsive;
- Investing in local artists through living wage standards (at least \$15/hour, including rehearsal time), performance-based wage increases, paid training, and leadership development opportunities, with a focus on minority artists;
- Carrying out the values of Diversity, Equity, and Inclusion through expanded outreach and performance in underserved communities, organizational best practices, and anti-bias training for all staff;
- Continuing Wild Space's 35-year artistic legacy with a commitment to innovation, collaboration, experimentation, and site-specific performances across the City of Milwaukee;
- Increasing organizational capacity and reach through artistic, educational, and community partnerships.

Financial

Income ratio

What is your organization's earned:contributed income ratio? How does this compare to prior years, and how has it been affected by the pandemic? Is there a ratio you aim to achieve? Please share below.

Wild Space's 2020-2021 earned:contributed income ratio was 6% (\$6,619:\$102,456), which was 15% lower than 2019-2020 (\$16,571:\$77,869) and 20% lower than than 2018-2019 (\$20,826:\$78,901).

As a result of the pandemic, earned income decreased and contributed income increased. Earned revenues decreased because of school closures resulting in the cancellation of nearly all youth education/outreach programs from March 2020-May 2021 (\$14,527 loss). Although Wild Space continued to present a full season of live performances, ticket sales were reduced in order to work outdoors in parking lots and allow for social distancing, thereby maintaining public safety (\$1,646 loss). In 2021-2022, Wild Space rebuilt relationships with old and new outreach sites, and presented its first indoor performance since the pandemic, but more resources and time are needed to navigate the evolving COVID situation and the cultural transformation needed for people to feel comfortable with regular in-person programming. In 2020-2021, contributed income increased because COVID recovery grants totaling \$28,711 were awarded from Arts Midwest via Wisconsin Arts Board CARES (\$2,000), State of Wisconsin COVID-19 Cultural Organization Grant Program (\$9,534), Milwaukee County CARES (\$2,975), Caerus Foundation COVID Relief (\$5,000), and a PPP Loan (\$9,202). With the waning of the pandemic, the opportunity for COVID recovery grants in 2022-2023 and beyond has diminished. Not reflected in the earned:contributed income ratio is the cancellation of Wild Space's fundraiser events in 2020 and 2021 due to COVID (\$4,700 loss).

Wild Space aims to achieve an earned:contributed income ratio of 30%.

Actual organizational expenses/operating budget

What were the actual organizational expenses/operating budget during your organization's last fiscal

year? Please attach your operating budget below. Provide any narrative you wish in the space provided here:

Please see attached.

Operating budget

[WS_Budget_P&L_20-21.pdf](#)

Secured funding

What funding, if any, have you secured to date and from whom?

Wild Space anticipates annual funding from the following prior funding sources:

GOVERNMENT

Wisconsin Arts Board - \$2,000

Milwaukee Arts Board - \$6,000 (pending 22-23)

Milwaukee County CAMPAC - \$7,866

United Performing Arts Fund - \$5,500

MPS Partnership for the Arts & Humanities - \$15,313 (pending 22-23)

TOTAL: \$36,679 x 3 years = \$110,037 over 3 years

FOUNDATIONS

Greater Milwaukee Foundation - \$25,000 (secured 22-23)

Bader Philanthropies - \$9,500 (pending 22-23)

Bert L. and Patricia S. Steigleder Charitable Trust - \$3,000

Cottrell Balding Fund of Greater Milwaukee Foundation - \$1,500

Pieper Electric, Inc./Ideal Mechanical/PPC Foundation - \$1,500

Greater Milwaukee Association of Realtors Youth Foundation - \$1,500 (pending 22-23)

Herbert H. Kohl Foundation - \$200

TOTAL: \$42,200 x 3 years = \$126,600 over 3 years

Individual Contributions - \$11,000

Board Contributions - \$12,000

TOTAL: \$23,000 x 3 years = \$69,000 over 3 years

In addition, the Wild Space Board of Directors is spearheading a "Wild Futures" 3-year fundraising campaign with the goal to raise \$175,000 in individual contributions, with 10% of the total (\$17,500) contributed by the Board. Longtime Wild Space supporters John Shannon and Jan Serr have been identified as major donor prospects.

TOTAL projected over 3 years from the above sources: \$480,637

Please attach audited financial statements or IRS Form 990 for the most recently completed fiscal year

[Forms_990_1952_FY20-21_WildSpace.pdf](#)

Governance

Please attach a board list, below. In the space provided, please let us know how many full time and part time staff your organization has, and the number of volunteers (if applicable). If there is anything else you would like to let us know regarding board, staff or others working with you, please do so here:

Wild Space has 1 full-time and 1 part-time staff person, and 22 volunteers.

Board make-up includes 2 people of color (1 African-American and 1 Asian-American), and represents 3 businesses, 2 non-profit organizations, Milwaukee Public Schools, and 3 retirees.

Felita Daniels Ashley is serving a two-month appointment as Interim Treasurer following the unexpected death of Tricia Knight, CPA, Wild Space Treasurer for more than 30 years. Wild Space is working with Tricia's firm, RitzHolman CPAs, to fill the vacancy.

List of board members

[Board List 21-22 Rev.Mar.docx.pdf](#)