

# Shands Teaching Hospital and Clinics, Inc.

**Project Title:** UF Health Shands Arts in Medicine Artists in Residence Program

**Grant Number:** 24.c.ps.114.670

**Date Submitted:** Thursday, June 23, 2022

**Request Amount:** \$90,000.00

## A. Cover Page Page 1 of 12

### Guidelines

Please read the current Guidelines prior to starting the application: **2023-2024 General Program Support Grant Guidelines**

### Application Type

**Proposal Type:** Discipline-Based


**Funding Category:** Level 2

**Discipline:** Multidisciplinary

**Proposal Title:** UF Health Shands Arts in Medicine Artists in Residence Program

## B. Contacts (Applicant Information) Page 2 of 12

### Applicant Information

- a. Organization Name: Shands Teaching Hospital and Clinics, Inc. 
- b. DBA: Shands Arts in Medicine
- c. FEID: 59-1943502
- d. Phone number: 352.733.0880
- e. Principal Address: 1515 SW Archer Road Gainesville, FL, 32608-1134
- f. Mailing Address: PO Box 100326 Gainesville, 32610-3003
- g. Website: [www.shands.org/aim](http://www.shands.org/aim)
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Other
- j. County: Alachua
- k. UEI: Q8FZPLN67P88
- l. Fiscal Year End Date: 06/30

#### 1. Grant Contact \*

**First Name**

Kris

**Last Name**

Sullivan

**Phone** 352.733.0880

**Email** [sullkm@shands.ufl.edu](mailto:sullkm@shands.ufl.edu)

#### 2. Additional Contact \*

**First Name**

Jenny

**Last Name**

Lee

**Phone** 352.733.0880

**Email** [jlee@arts.ufl.edu](mailto:jlee@arts.ufl.edu)

#### 3. Authorized Official \*

**First Name**

Christina

**Last Name**

Mullen

**Phone** 352.733.0880

**Email** mullcm@shands.ufl.edu

**4. National Endowment for the Arts Descriptors**

**4.1. Applicant Status**

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Organization - Nonprofit

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**4.2. Institution Type**

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Health Care Facility

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**4.3. Applicant Discipline**

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Multidisciplinary

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## C. Eligibility Page 3 of 12

### 1. What is the legal status of your organization?

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

### 2. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

- Yes (required for eligibility)
- No

### 3. Project start date: 7/1/2023 - Project End Date: 6/30/2024 \*

- Yes (required for eligibility)
- No

### 4. How many years of completed programming does your organization have?

- Less than 1 year (not eligible)
- 1-2 years (required for eligibility for GPS and SCP)
- 3 or more years (required minimum to request more than \$50,000 in GPS)

### 5. Multi Disciplinary

- Yes (required for eligibility)
- No (You should apply to the Presenting discipline)

## D. Quality of Offerings Page 4 of 12

### 1. Applicant Mission Statement - (500 characters) \*

The mission of UF Health Shands Arts in Medicine (AIM) is for every person, regardless of illness, disability or perceived disadvantage, to have access to the arts and to realize their creative potential. We aim to be a model for the incorporation of the arts into healthcare, using the arts to enhance the physical, mental and spiritual wellbeing of our patients, visitors and staff. We also promote health and wellness through the arts in our local and regional communities.

### 2. Programming Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

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Since 1990, the UF Health Shands Arts in Medicine (AIM) program has been working at the intersection of arts and health, and has been recognized as one of the most comprehensive and leading-edge arts in healthcare programs in the nation. Through this program, artists skilled in all disciplines work throughout the UF Health system, the greater Gainesville community and beyond, providing arts programming that promote health and wellbeing. This proposal seeks support for the UF Health Shands AIM Artists in Residence program, with a focus on our clinical partners and community programming.

The heart of UF Health Shands AIM is the Artists in Residence program, which includes 14 professional artists. Our artists bring creative opportunities to thousands of children and adults annually for whom access to the arts is limited by illness, disability or economic circumstances. Artists transform the hospital experience through bedside arts activities, workshops, performances and exhibitions. They also serve our overall community through an array of weekly community-based arts programs and initiatives.

A primary link to our regional community is our 352 Creates program, which promotes healthy communities through everyday acts of creativity. The program has built a network of individuals, organizations and business united by the idea that creativity connects our community and makes us all healthier. Through a robust social media network, the program invites community members to "create in community" through scheduled local events and to "create in place" through creative activities that happen where people are - in the workplace, in schools and at homes.

We propose to expand our Artists in Residence and 352 Creates programs in FY24 through five initiatives. These initiatives respond to what we are learning about arts-based workplace wellness programming for health care workers, alternative means of creative engagement and meeting the needs of our at-risk communities. We also propose to expand art in the UF Health physical environment with a legacy driven, mixed media sculpture that includes patient, family

and staff submissions. These expansions will allow us to maintain the level of service we provide our current populations, and also significantly expand our reach to better serve our care providers and underserved members of our local communities.

### **2.1. Programming Goals (2000 characters)**

Please list at least three goals associated with the project or program for which you are requesting funding.

**Goals:** Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

**Sample goal:** To provide residents and visitors with increased opportunities to view local art and meet local artists.

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- 1) To bring the arts and creative opportunities to as many people as possible to enhance individual and community health
- 2) To provide access to the arts and build arts participation statewide by exposing diverse communities, including patients, healthcare workers, seniors, persons living with illness and disabilities, and our general community to a range of creative opportunities
- 3) To serve as a national model for the integration of the arts into healthcare and for building healthier communities through the arts

### **2.2. Programming Objectives (2000 characters)**

Please list the three corresponding objectives for the goals listed above.

**Objectives:** Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

**Sample Objective:** At least 300 residents and visitors will view local art and be invited to a "meet the artist reception"

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- 1) To expand programming for healthcare workers by 50% through implementation of evidence informed arts-based workplace wellness programming to address burnout and strengthen resilience
- 2) To produce a weekly podcast that promotes healthcare worker wellbeing and spotlights arts in health initiatives
- 3) To expand the 352 Creates program to provide better access and support for our at-risk communities
- 4) To expand art in the environment with a legacy driven mixed media outdoor sculpture that includes patient, family and staff submissions

### **2.3. Programming Activities (2000 characters)**

Please list the project or program activities.

**Activities:** These are the specific activities that achieve the objectives.

**Sample Activities:** Work with local arts and tourism organizations to promote art shows. Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

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1) We will expand our hospital program engagements through the development of arts-based wellness programming designed by and for healthcare workers. Our team is currently launching a study that will examine healthcare workers' needs, incentives, and barriers to participation in arts-based workplace wellness programming. The results will inform site-specific recommendations for programming and strategies for implementation to increase engagement and participation. The results will also inform development of an open-source toolkit, which will enable other healthcare systems to replicate the process; assess their workforce's needs, interests, barriers, and resources; and curate individualized programming.

2) We will expand our hospital program engagements through implementation of a three-month visiting artist residency. We promote residency opportunities nationally, and artists are selected through a competitive review process and supported in implementing arts programming, per their discipline, in our hospitals. The residency will provide a minimum of 15 hours of bedside services and group programming each week, and is intended to lead to ongoing employment in the program.

3) We will expand community engagement through the development of a weekly podcast modeled after a recently piloted program called *Shift Change*. *Shift Change* is weekly, hour-long local radio program showcasing health care workers' song requests, testimonies, dedications/shout-outs to other fellow healthcare workers, as well as patient and arts in health spotlights. We aim to expand the storytelling component of this program through the development of an arts in health specific podcast.

4) We will expand our 352 Creates engagement by closely partnering with local organizations addressing the needs of at risk youth and those impacted by health disparities.

5) We will commission local sculpture artists to create an outdoor installation that provides an opportunity for patient, family and staff involvement. We have created numerous "legacy" installations at UF Health over the years, including the *Healing Ceiling* and the *Healing Wall*. These installations have acted as way finding and provided families with an opportunity to memorialize their loved ones.

#### **2.4. Partnerships & Collaborations (2000 characters)**

Describe any partnerships and/or collaborations with organizations directly related to General Programming (GPS) or the Specific Cultural Project (SCP). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

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Like most of our programming, planned expansions are based on local, regional and national partnerships and financial support. Our proposed hospital-based expansions are built on established partnerships with UF Health Nursing, Human Resources and Integrative Therapies departments. We are also partnering with the UF Center for Arts in Medicine research team to conduct the preliminary study that will inform program development.

**We are currently partnering with a local radio station WMBT 90.1 FM The Wombat! to present our weekly radio program *Shift Change*. We would expand on this partnership to include national and international arts in health organizations to present and disseminate our proposed weekly podcast.**

**In Alachua County, 352 Creates engages over 80 local arts organizations, artists, business and schools in the presentation of interactive arts events. Our planned expansion will build on new partnerships with SPARC352, the Greater Duval Neighborhood Association and the City of Gainesville. We recently participated in the development a detailed proposal with a working group of community members for the addition of place-based arts programming, including a new arts facility in the community. This partnership will leverage resources, experience and infrastructure of UF Health Shands AIM to enhance community health and wellbeing based on local needs and interest. It will also increase awareness and engagement in communities that experience higher levels of health disparities.**

**Collaborating with local artisans to create a large-scale outdoor sculpture on the UF Health campus not only supports the local arts economy, it reinforces our commitment to and celebration of the natural wonders of North Florida. The overarching theme of all UF Health interior design and art is based on our common experience of nature. Local artists can best represent the environment in which they live and create.**



## E. Impact - Reach Page 5 of 12

For questions 1-6, do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

**1. What is the estimated number of events related to this proposal?**

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92

**2. What is the estimated number of opportunities for public participation for the events?**

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6,150

**3. How many Adults will participate in the proposed events?**

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345,000

**4. How many K-12 students will participate in the proposed events through their school?**

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5,500

**5. How many individuals under the age of 18 will participate in the proposed events outside of their school?**

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217,000

**6. How many artists will be directly involved?**

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This

figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

**6.1. Number of artists directly involved?**

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30

**6.2. Number of Florida artists directly involved?**

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30

**Total number of individuals who will be engaged?**

567530

**7. How many individuals will benefit through media?**

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60,000

**8. Proposed Beneficiaries of Project**

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the “No Specific Group” options.

**8.1. Race Ethnicity: (Choose all that apply) \***

No specific racial/ethnic group

**8.2. Age Ranges (Choose all that apply): \***

Children/Youth (0-17 years)

Young Adults (18-24 years)

Adults (25-64 years)

Older Adults (65+ years)

**8.3. Underserved/Distinct Groups: \***

Individuals with Disabilities

Individuals in Institutions

Individuals below the Poverty Line

Military Veterans/Active Duty Personnel

Youth at Risk

Other underserved/distinct group

**9. Describe the demographics of your service area. (2000 characters)**

Demographics are distinct characteristics of a population. Examples include but are not limited to: age, race, ethnicity, religion, gender, income, family status, education, veteran, disability status, and employment.

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The UF Health Shands Arts in Medicine program is housed within UF Health, located in Gainesville, Florida, and serves a diverse population in Alachua County. UF Health is Florida's only health care system with two statutory teaching hospitals that are part of the state's "safety-net" hospital system, caring for people who have little or no medical coverage. UF Health spent approximately \$174 million in unreimbursed charity care at cost. UF Health is one of Florida's largest Medicaid and charity-care providers. Alachua County is located in North Central Florida with a population of 279,238. The county has a 78.8 percent urban population and a 21.2 percent rural population. Roughly three-fourths (69.9%) of the population is White, 20.6% is Black or African American, 10.5% is Hispanic or Latino, and 6.2% Asian. Forty-eight % of the population is male and 52% female. Fourteen point six percent of the population are over 65 years of age, and 17.9% are under 18 years of age. Seventeen point two percent of the population in Alachua County lives below the poverty line.

Our programs reach patients, seniors, persons living with illness and disabilities, and the general community. With the recent expansion of our virtual programs, we are able to extend our reach and better serve urban, rural, regional, national and international communities.

**10. Additional impact/participation numbers information (optional) (1500 characters)**

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

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Our opportunities for public participation include 12 community-based programs per week, daily opportunities provided by artists in residence in our hospitals (calculated based on an artist's daily shift as one opportunity, rather than the number of patients served in each shift), special events, 352 Creates, and exhibits. Our impact numbers are calculated based on careful tracking and conservative estimates where estimates are necessary.

Additionally, as UF Health Shands Hospital is a state referral hospital, we serve people from every county.

**11. In what counties will the project/program actually take place?**

- Alachua
- Marion

**12. What counties does your organization serve?**

- Alachua

- Baker
- Bay
- Bradford
- Brevard
- Broward
- Calhoun
- Charlotte
- Citrus
- Clay
- Collier
- Columbia
- DeSoto
- Dixie
- Duval
- Escambia
- Flagler
- Franklin
- Gadsden
- Gilchrist
- Glades
- Gulf
- Hamilton
- Hardee
- Hendry
- Hernando
- Highlands
- Hillsborough
- Holmes
- Indian River
- Jackson
- Jefferson
- Lafayette
- Lake
- Lee
- Leon
- Levy
- Liberty
- Madison
- Manatee
- Marion
- Martin
- Miami-Dade
- Monroe
- Nassau
- Okaloosa
- Okeechobee
- Orange
- Osceola
- Palm Beach

- Pasco
- Pinellas
- Polk
- Putnam
- Santa Rosa
- Sarasota
- Seminole
- St. Johns
- St. Lucie
- Sumter
- Suwannee
- Taylor
- Union
- Volusia
- Wakulla
- Walton
- Washington

**13. Describe your virtual programming. Only for applicants with virtual programming. (2500 characters)**

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

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In response to the COVID-19 pandemic, artists in residence from the UF Health Shands Arts in Medicine program rapidly adapted arts programs and practices to continue reaching its service populations, and to expand reach in the greater Gainesville community. Programs that would traditionally occur at the bedside or in community settings transitioned to virtual formats, and are housed on the UF Health Shands Arts in Medicine website. This online program, called *AIM to Connect*, provides virtual resources for patients, staff and community members to enjoy music, learn visual art skills and techniques, enjoy poetry, and relax with mindful movement. Artists in residence create and upload new materials to the website regularly, including instructional art-making videos, movement videos, and poetry readings, among other content. This content is accessible directly from the home screen of in-patient in room iPads as well.

Additionally, programs that traditionally occurred in clinical or community settings transitioned to virtual formats to provide continued engagement. These programs include four dance classes: *Dance for Lifelong Health*, *Dance for Life*, *Dance for MS*, and *Encore Dancers*, one songwriting workshop: *StorySongs*, one yoga class: *Gentle Yoga for Health*, and a theater workshop for LGBTQ+ youth: *Theater Connect*. We are cautiously migrating these programs to a hybrid format as safety allows. Maintaining the virtual options has allowed us to extend our reach and better serve rural, regional, national and international communities.

**14. Proposal Impact (3500 characters)**

How is your organization benefitting your community .What is the economic impact of your organization?

**Organizations:** Include education and outreach activities.

**Solo or Individual Artists:** Include any positive social elements and community engagement anticipated from the project.

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UF Health Shands Hospital is located in Gainesville and as a regional referral hospital, serves people from every Florida county as well as from throughout the southeastern United States. UF Health Shands Arts in Medicine (AIM) is an employer of regional artists, with 15 paid staff artists in residence and six administrative staff members. We also provide stipends to local guest artists throughout each year. We impact our local economy by purchasing art supplies from local retailers whenever possible, and by utilizing local businesses for services such as design, framing, videography, and printing. Several of our programs are designed to develop arts-based vocational skills for specific populations including veterans, individuals with developmental and physical disabilities, people with chronic illnesses, seniors, rural community artists, and at-risk youth. Many of our patients and community program participants cultivate new economic opportunities through skills they develop in working with our team.

Our program and artists serve thousands of people per year through bedside interactions, workshops, performances, exhibits, and permanent collections. Our programming is rapidly expanding outside of the hospital walls into the greater Gainesville and surrounding communities, and has become an important provider of creative opportunities for our community members. Our hospital-based population is a constantly changing representation of people from throughout the state. More than 35% of the people we serve are minorities, senior citizens, and/or physically disabled. An even greater portion is low-income. Approximately 40% are under the age of 21, and approximately 20% are over the age 65. Our community-based populations are also highly underserved and economically disadvantaged. Recent expansions to the *AIM to Connect* platform significantly increased our service population, as it allowed us to continue to provide services to people after they are discharged from the hospital and to engage new audiences as well.

Our strongest educational component is the Center for Arts in Medicine, an academic outgrowth of AIM housed in UF's College of the Arts. The Center offers a MA in Arts in Medicine, two online graduate certificates, and annual intensive training and professional development programs throughout the year. Our program also trains and mentors over 80 volunteers and interns each year, and host site visits for people throughout the US who are developing arts in health programs.

Essentially, all of our programs are outreach in that we bring the arts to underserved individuals. Our proposed program expansions from 2023-2024 will help us to directly serve an additional 5,000 people, conservatively estimated. All of our programs and performances are offered free of charge in both online and in physical environments, which are accessible to anyone regardless of income, age, or disability. Our programs develop arts audiences statewide by exposing residents to the arts and by engaging active participation. We have an array of programs focused on life-long learning, and over the past several years, we have developed an emphasis on programs that partner with and bring the arts to community human service agencies, including the Alachua County Senior Recreation Center, the Alachua Regional Detention Center, the ARC Day Center for adults with disabilities, HealthStreet, Alz Place day center for individuals with Alzheimer's disease, the UF Health Rehab Center, and the Malcom Randall VA Medical Center.

## 15. Marketing and Promotion

### 15.1. How are your marketing and promoting your organizations offerings? \*

- Brochures
- Collaborations
- Direct Mail
- Email Marketing
- Newsletter
- Newspaper
- Radio
- Organic Social Media
- Paid Social Media
- Television
- Other

### 15.2. What steps are you taking in order to build your audience and expand your reach? (3500 characters)

How are you marketing and promoting your organizations offerings?

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Our hospital-based Artists in Residence program is primarily marketed through our strong, long-standing, and consistent presence in our hospitals, clinics, and community. Our highly-visible presence in the Criser Cancer Resource Center (CCRC) on the 1st floor of the UF Health Shands Cancer Hospital, serves as a constant visual reminder of our programs for thousands of daily visitors. We keep a prominent signboard in the main hospital lobby outside the CCRC announcing daily programs, and we work with the Patient and Family Services department to disseminate program information to patients and visitors. We have a highly-trafficked website that we update weekly, and have a robust social media presence including Facebook, Instagram, and YouTube where we update the community on activities and program features on a nearly daily basis. In partnership with the UF Center for Arts in Medicine, we produce a monthly e-newsletter, which goes to over 5,000 people. Local and regional media feature our program regularly on radio, television, and in print media. We are fortunate that Arts in Medicine has a broad media appeal, and enjoys regular coverage. In May 2022, our Artists in Residence filmed a segment for PBS News Hour.

Since its 2016 pilot, 352 Creates has a network of over 1,000 people and hundreds of arts organizations. We will utilize this network and our hashtag, #352 Creates, to encourage and promote 352 Creates in neighboring counties. All of our proposed program expansions and activities will also be marketed through fliers, social media, listings on hospital and community web and print calendars, staff referrals, and local media coverage.

## F. Impact - Diversity, Equity and Inclusion Page 6 of 12

**1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. In addition to your facility, what specific step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community? (3500 characters)**

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at [dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility](https://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility). We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

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All of our programming is accessible to individuals of any cultural or socio-economic background, regardless of age, gender identity, ability, race, ethnicity, and/or language. As a healthcare system, our facilities are inherently and entirely ADA compliant and accessible. Every renovation and new building project is fully ADA compliant and all of our staff members are trained to recognize and report any ADA issues that might arise. In addition to maintaining facilities with the highest level of accessibility, we are able to provide special assistance, including language interpretation, wheelchairs or special seating, and adaptive technologies and equipment for our audience members and program participants. Our online programs are delivered from a website that complies with all ADA guidelines and does not require passwords or paywalls.

Our programs are also designed with diversity, equity, inclusion and accessibility in mind. Our Artists in Residence work closely with partners and service populations to develop programs that celebrate and serve diverse cultures, and we engage professional development work to cultivate our artists' abilities to serve diverse populations.

Our programs are a vital part of the cultural lives of our community members. Our marketing strategies focus on reaching underserved audiences, and our facilities welcome those who need extra assistance or accommodations in order to enjoy participation in the arts. We print fliers and performance programs in large print and work with hospital translators as needed to insure that everyone can access and actively enjoy our programs.

### 2. Policies and Procedures

Yes

No

### 3. Staff Person for Accessibility Compliance

Yes



No

**3.1. If yes, what is the name of the staff person responsible for accessibility compliance?**

**Brad Pollitt, VP of UF Health Facilities**

**4. Section 504 Self Evaluation**

Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

Yes, the applicant completed the Abbreviated Accessibility Checklist.

No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

**4.1. If yes, when was the evaluation completed? 6/1/2021**

**5. Does your organization have a diversity/equity/inclusion statement?**

Yes

No

**5.1. If yes include here. (500 characters)**

Here at UF Health, diversity refers to all the ways in which people differ and how those differences affect the way we think and act. By valuing and promoting equity and inclusion, our goal is to create an environment which ensures that all employees and customers are respectful and included, that utilizes the full potential of every employee to improve productivity and that is flexible enough to adapt to change.

UF Health has a strong organizational commitment to diversity, with specialized educational efforts and mandatory training programs for all employees and managers.

**6. Accessibility includes other factors besides physical. What efforts has your organization made to provide programming for all? (2000 characters)**

As noted above, all of our programming is accessible to individuals of any cultural or socio-economic background, regardless of age, gender, ability, race, ethnicity, and/or language. Our programs are a vital part of the cultural lives of Gainesville residents, particularly those who cannot access or afford arts events in other venues. With the expansion of our virtual programs, we are also now able to extend our reach and better serve urban, rural, regional and national communities. Our program is nationally and internationally recognized as a leader in arts in health, and is positioned to provide innovative and replicable program models to the field. At a time when artists and arts programs must provide services in a new and unfamiliar way, our virtual programs and platforms are serving as a resource for best practice programming to be shared and replicated with the hope of expanded access to the arts for all people.

**7. Describe the Diversity of your staff, volunteers, and board members. (1000 characters)**

There is diversity amongst artists, program staff, and volunteers. We employ individuals with diverse backgrounds, identities, and skill sets. In our program, our artists in residence range in age, race, and gender, as well as artistic disciplines, ideologies, and life experiences. In an effort to develop programs that feature and celebrate diversity, and to cultivate our artists' abilities to successfully serve diverse populations, we seek to continue to expand the diversity of our team members in ways that model the community in which we live and work. Diversity exists among our volunteers, many of whom are UF students, but who come to the University from various backgrounds and with different goals and interests. Similar to our artists, our volunteers range in age, race, gender, and ability as well as academic course of study, artistic discipline and life experience. We are committed to accelerating efforts toward anti-racism, equity and inclusion amongst our staff and volunteers, and in our programs.

# G. Track Record Page 7 of 12

## 1. Organization History (2000 characters)

Briefly describe your organization's history including founding dates and significant changes in management, location, mission, etc. Also, include major accomplishments and program growth, adaptation to external factors and significant relationships and partnerships.

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UF Health Shands Arts in Medicine (AIM) was founded in 1990 at Shands Hospital (now UF Health Shands) at the University of Florida. AIM is a multidisciplinary organization, with programs in the visual, literary and performing arts. AIM serves inpatients and outpatients of all ages, their families, visitors, health care providers, and the Gainesville and statewide communities. The program is focused on transforming healthcare environments through the arts and providing leadership for hospital arts programs throughout the nation.

- 1991 – Welcomed AIM's first "in hospital" artist in residence
- 1992 – Established Shands' art acquisition program
- 1994 – Launched the Atrium Performance Series
- 1999 – Established the UF Center for Arts in Medicine (formally the Center for Arts in Healthcare Research and Education or CAHRE), our academic extension at UF for education, training and research
- 2004 – Established AIM Together – a groundbreaking partnership with the University of Florida Performing Arts
- 2005 – Following Hurricane Katrina, established the first ever artists training program for the American Red Cross in conjunction with the Arts Council of Central Louisiana to offer aid to disaster areas
- 2008 – UF Center for Arts in Medicine launched the Arts in Healthcare for Rural Communities initiative in Franklin County, FL
- 2009 – Developed programs for patients with Parkinson's Disease in collaboration with the UF Center for Movement Disorders
- 2012 – Established Integrative Therapies for inpatients & Arts Therapies programs
- 2014 – UF Center for Arts in Medicine established first online Master's degree program for Arts in Medicine
- 2015 – Musicians in residence work with Center for Arts in Medicine faculty on the first research study about live, preferential music in Adult Emergency care
- 2016 – Established 352Creates – a network of individuals, organizations, and businesses united by the idea that creativity connects our community and makes us healthier and stronger
- 2019 – Created program's first Dyadic Concordance study examining artist practice in inpatient settings
- 2020- AIM celebrates 30 years of service
- 2020 – Established AIM to Connect – a repository of virtual resources connecting patients, their families, and staff to art-making, music, mindfulness & meditation, dance, and literary arts virtual resources
- 2022 - Change in Arts in Medicine leadership

## **2. Fiscal Condition and Sustainability (2000 characters)**

**Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.**

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**We are very fortunate to receive an annual budget from UF Health Shands, and to have excellent fiscal management and leadership. We maintain a diverse funding base, which balances the annual operating budget allocated by UF Health through endowments, grants and annual donor support. However, as with all arts organizations, we have experienced budget cuts in response to COVID-19. In response, we continue to make the most of every budget dollar and create significant impact through creative thinking, partnerships and efficient resource utilization; and we have also significantly increased our efforts to cultivate individual donor support, as well as grants.**

**In order to support our programs and artists, we continuously seek outside funding, including private contributions to our endowment (annual interest from the endowment supports artist payment as represented under "Private Support" in the budget), grants from state and federal agencies and foundations, and gifts from individuals.**

**Given our modest operating budget, we consider sustainability very seriously as we propose program expansions. Historically, we have been able to effectively demonstrate the value of new and expanded programs implemented through external sources and garner additional funding from the hospital or other sources to sustain them. Our marketing strategy is geared toward cultivating awareness of new programs and their impact in order to garner new financial support in the following year and beyond. We also work closely with UF Health Shands development officers to identify opportunities for private and foundation support for sustaining and expanding our programs. As noted above, we will be heightening these efforts in the coming year.**

## **3. Program Evaluation (2000 characters)**

**How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?**

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**We maintain a high level of commitment to program evaluation in regard to participation, satisfaction, quality, and outcomes. Our evaluation plan includes routine and in-depth evaluation, as well as formal research studies.**

**Data Collection: We collect data weekly from artist reports and artist rounds meetings. We also conduct volunteer evaluations three times annually, and conduct surveys and focus groups with our community-based program participants annually (see attached sample evaluation report). Our research and quality improvement (QI) studies are undertaken by Center for Arts in Medicine faculty, with UF Institutional Review Board or QI approval. Recent studies include:**

- Assessing Dyadic Concordance between Artists in Residence and Patients in Relation to Bedside Arts Experiences: Designed to evaluate and enhance the ability of artist to**

assess patient interest, comfort, and satisfaction with bedside arts experiences; four months of data collection annually (see attached sample report)

- **Live Preferential Music, Pathways to Preference:** Designed to define Live Preferential Music as a specific in-patient intervention, and to develop a protocol for obtaining preference

**Analysis and Reporting:** Artist reports are reviewed weekly by the Director and discussed in a two-hour weekly staff meeting. The data is analyzed quarterly to track program participation, populations served, and expressed needs of service populations. Faculty, statisticians, and research assistants in the Center's Research Lab analyze study data and create reports and publications. Outcomes are reported to UF Health leadership, AIM staff, artists, partners, and constituents; and research outcomes are published in peer reviewed journals. Program leadership meet individually with each artist twice per year, and the full artist/administrative team convenes in a visioning retreat annually to set goals in consideration of evaluation outcomes. 352 Creates is evaluated through tracking of social media engagement, events and media, and through evaluations conducted at events.

**3.1. Describe the expected outcomes of the project. How will you determine the success of the project? (2000 characters)**

As noted above, we maintain a high level of commitment to program evaluation in regard to participation, satisfaction, quality, and outcomes. We will continue our effective evaluation methods and analyze project participation and success on a regular basis. We anticipate our proposed expansions to have a positive impact on our clinical partners, service populations and the community at large.

**4. Completed Fiscal Year End Date (m/d/yyyy) \* 6/30/2021**

**5. Operating Budget Summary**

<b>Expenses</b>	<b>Previous Fiscal Year</b>	<b>Current Fiscal Year</b>	<b>Next Fiscal Year</b>
<b>1. Personnel: Administrative</b>	<b>\$447,162</b>	<b>\$398,237</b>	<b>\$476,288</b>
<b>2. Personnel: Programmatic</b>	<b>\$288,754</b>	<b>\$291,639</b>	<b>\$300,000</b>
<b>3. Personnel: Technical/Production</b>			
<b>4. Outside Fees and Services: Programmatic</b>	<b>\$13,290</b>	<b>\$1,700</b>	<b>\$6,500</b>
<b>5. Outside Fees and Services: Other</b>	<b>\$5,240</b>	<b>\$9,500</b>	<b>\$5,000</b>

6.	Space Rental, Rent or Mortgage		\$858	\$1,100
7.	Travel			\$5,000
8.	Marketing	\$5,293	\$4,500	\$4,500
9.	Remaining Operating Expenses	\$52,460	\$53,709	\$65,000
A.	Total Cash Expenses	\$812,199	\$760,143	\$863,388
B.	In-kind Contributions	\$20,000	\$20,000	\$25,000
C.	Total Operating Expenses	\$832,199	\$780,143	\$888,388
	Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10.	Revenue: Admissions			
11.	Revenue: Contracted Services			
12.	Revenue: Other	\$23,806	\$16,000	\$25,000
13.	Private Support: Corporate	\$619,871	\$555,847	\$607,388
14.	Private Support: Foundation	\$103,062	\$127,296	\$120,000
15.	Private Support: Other	\$36,000	\$36,000	\$36,000
16.	Government Support: Federal			
17.	Government Support: State/Regional	\$29,460	\$25,000	\$75,000
18.	Government Support: Local/County			
19.	Applicant Cash			
D.	Total Cash Income	\$812,199	\$760,143	\$863,388

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<b>B. In-kind Contributions</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>\$25,000</b>
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<b>E. Total Operating Income</b>	<b>\$832,199</b>	<b>\$780,143</b>	<b>\$888,388</b>
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## 6. Additional Operating Budget Information (1000 characters)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

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We strategically re-organized program administration in FY 22 to include the creation of two management positions and an administrative assistant position. The line for assistant director was eliminated. Our longtime director retired in December 2021, but continued to serve the program part time through the remainder of the fiscal year as we conducted a national search and selected our new director who will start July 5, 2022. The significant decrease in the Administrative Personnel line item is due to the line converting to part-time during this transition period.

## 7. Paid Staff

- Organization has no paid management staff.
- Organization has at least one part-time paid management staff member (but no full-time)
- Organization has one full-time paid management staff member
- Organization has more than one full-time paid management staff member

## 8. Hours \*

- Organization is open full-time
- Organization is open part-time

## 9. Does your organization have a strategic or long range plan?

- Yes
- No

## 10. Rural Economic Development Initiative (REDI) and Underserved Waiver

- Yes

No



# H. Budget Page 8 of 12

## 1. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at [dos.myflorida.com/cultural/grants/grant-programs](https://dos.myflorida.com/cultural/grants/grant-programs).

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (these are earned or contributed funds supplied by your organization)
- c. In-kind (the value of donated goods and services)
- d. Save each individual line within the budget.
- e. To update budget totals, save each page.

Do not include any non-allowable expenses in the proposal budget. (See: non-allowable expenses).

For General Program Support the Proposal Budget should match the operating budget minus any non-allowable expenses (see non-allowable expenses).

For Specific Cultural Projects the Proposal Budget expenses must equal the Proposal Budget income.

### 1.1. Personnel: Administrative \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Jennifer Lee, Program Director	\$0	\$50,000	\$0	\$50,000
2	Samantha Moss, Service Learning Manager	\$0	\$25,000	\$0	\$25,000
3	Kris Sullivan, Program Manager	\$0	\$50,000	\$0	\$50,000
4	Erin Hendryx, Administrative Assistant	\$0	\$25,000	\$0	\$25,000
5	Lauren Arce, Nurse Coordinator	\$0	\$25,000	\$0	\$25,000
6	Sarah Hedges, 352 Creates Coordinator	\$16,000	\$4,000	\$0	\$20,000
<b>Totals:</b>		<b>\$16,000</b>	<b>\$179,000</b>	<b>\$0</b>	<b>\$195,000</b>

### 1.2. Personnel: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Ricky Kendall, Musician in Residence	\$4,000	\$20,000	\$0	\$24,000
2	Austin Brockner, Musician in Residence	\$2,000	\$10,000	\$0	\$12,000
3	Jason Hedges, Musician in Residence	\$2,000	\$10,000	\$0	\$12,000
4	Whitney Wilson, Dancer in Residence	\$4,000	\$15,000	\$0	\$19,000
5	Sarah Hinds, Artist in Residence	\$4,000	\$20,000	\$0	\$24,000
6	Molly Kempson, Artist in Residence	\$4,000	\$20,000	\$0	\$24,000
7	Andrew Hix, Writer in Residence	\$2,000	\$10,000	\$0	\$12,000
8	Tammy Bernard, IT Practitioner	\$2,000	\$10,000	\$0	\$12,000
9	TBD, Dancer in Residence	\$4,000	\$5,000	\$0	\$9,000
<b>Totals:</b>		<b>\$28,000</b>	<b>\$120,000</b>	<b>\$0</b>	<b>\$148,000</b>

### 1.3. Personnel: Technical/Production \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Michael Claytor, Podcast Producer	\$5,000	\$2,000	\$0	\$7,000
2	Andrew Hix, Podcast Producer	\$5,000	\$2,000	\$0	\$7,000
<b>Totals:</b>		<b>\$10,000</b>	<b>\$4,000</b>	<b>\$0</b>	<b>\$14,000</b>

### 1.4. Outside Fees and Services: Programmatic \*

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Visiting Artist Stipend	\$6,500	\$0	\$0	\$6,500
<b>Totals:</b>		<b>\$6,500</b>	<b>\$0</b>	<b>\$0</b>	<b>\$6,500</b>

**1.5. Outside Fees and Services: Other \***

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	TBD, Sculpture Artist	\$10,000	\$5,000	\$0	\$15,000
2	TBD, Sculpture Artist	\$10,000	\$5,000	\$0	\$15,000
<b>Totals:</b>		<b>\$20,000</b>	<b>\$10,000</b>	<b>\$0</b>	<b>\$30,000</b>

**1.6. Space Rental (match only) \***

**1.7. Travel (match only) \***

**1.8. Marketing \***

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Printing, Signage, Web Hosting and Design, and Swag	\$2,500	\$2,500	\$0	\$5,000
<b>Totals:</b>		<b>\$2,500</b>	<b>\$2,500</b>	<b>\$0</b>	<b>\$5,000</b>

**1.9. Remaining Proposal Expenses \***

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Art Supplies	\$2,000	\$20,000	\$0	\$22,000
2	Podcast Production Equipment	\$5,000	\$2,000	\$0	\$7,000
<b>Totals:</b>		<b>\$7,000</b>	<b>\$22,000</b>	<b>\$0</b>	<b>\$29,000</b>

**1.10. Amount of Grant Funding Requested:**

**\$90,000**

**1.11. Cash Match:**

**\$337,500**

**1.12. In-Kind Match:**

**1.13. Match Amount:**

**\$337,500**

**1.14. Total Project Cost:**

**\$427,500**

**2. Proposal Budget Income:**

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

**2.1. Revenue: Admissions \***

**2.2. Revenue: Contracted Services \***

**2.3. Revenue: Other \***

**2.4. Private Support: Corporate \***

#	Description	Cash Match	Total
1	UF Health Shands Hospital	\$277,500	\$277,500
<b>Totals:</b>		<b>\$0</b>	<b>\$277,500</b>

**2.5. Private Support: Foundation \***

#	Description	Cash Match	Total
1	Children's Miracle Network	\$20,000	\$20,000
<b>Totals:</b>		<b>\$0</b>	<b>\$20,000</b>

**2.6. Private Support: Other \***

#	Description	Cash Match	Total
1	Donor Support	\$40,000	\$40,000
<b>Totals:</b>		<b>\$0</b>	<b>\$40,000</b>

**2.7. Government Support: Federal \***

**2.8. Government Support: Regional \***

**2.9. Government Support: Local/County \***

**2.10. Applicant Cash \***

**2.11. Total Project Income:**

\$427,500

**2.12. Proposal Budget at a Glance**

Line	Item	Expenses	Income	%
A.	Request Amount	\$90,000	\$90,000	21%
B.	Cash Match	\$337,500	\$337,500	79%
	<b>Total Cash</b>	<b>\$427,500</b>	<b>\$427,500</b>	<b>100%</b>
C.	In-Kind	\$0	\$0	0%
	<b>Total Proposal Budget</b>	<b>\$427,500</b>	<b>\$427,500</b>	<b>100%</b>

**3. Additional Proposal Budget Information (optional) (1000 characters)**

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

# I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DAC credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg, .gif, .png, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

## 1. Required Attachment List

Please upload your required attachments in the spaces provided.

### 1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
Substitute Form W-9.pdf	35 [KB]	6/23/2022 10:41:19 AM	<a href="#">View file</a>

### 1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
STHC 2019 990 Public Disclosure copy.pdf	2612 [KB]	6/1/2022 3:56:43 PM	<a href="#">View file</a>

## 2. Support materials (required)\*

<b>File</b>	<b>Title</b>	<b>Description</b>	<b>Size</b>	<b>Type</b>	<b>View (opens in new window)</b>
<b>CAM AIM Org Chart 2022.pdf</b>	<b>Programs Org Chart 2022</b>		<b>182 [KB]</b>		<b>View file</b>
<b>Sample Artist in Residence Program Participant Evaluation Reports (1).pdf</b>	<b>Sample Artist in Residence Program Participant Evaluation Reports</b>		<b>26076 [KB]</b>		<b>View file</b>
<b>AIM_3PANEL_BROCHURE_2018revised.pdf</b>	<b>AIM Trifold</b>		<b>8139 [KB]</b>		<b>View file</b>
<b>Arts HCW RFP_final.pdf</b>	<b>Arts for HCW 2022 research proposal</b>		<b>335 [KB]</b>		<b>View file</b>
<b>Shift Change sample.pdf</b>	<b>Shift Change Sample</b>		<b>138 [KB]</b>		<b>View file</b>
<b>352Creates slideshow.pdf</b>	<b>352 creates FY 22 slideshow</b>		<b>1511 [KB]</b>		<b>View file</b>
<b>MULLEN Support Letter 2022.pdf</b>	<b>Director Letter of Support</b>		<b>84 [KB]</b>		<b>View file</b>
<b>Legacy Projects at UF Health.pdf</b>	<b>Legacy Project Sample</b>		<b>386 [KB]</b>		<b>View file</b>

2.1.

# J. Notification of International Travel Page 10 of 12

## Notification of International Travel

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

### 1. Notification of International Travel

I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Division of Arts and Culture.



# K. Florida Single Audit Act Page 11 of 12

## Florida Single Audit Act

In accordance with Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes, and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN (insert FEIN here) expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Florida Single Audit Act. You will be required to complete a separate certification form in [dosgrants.com](http://dosgrants.com) following the close of your fiscal year.

### 1. Florida Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with Section 215.197, Florida Statutes, Florida Single Audit Act and the policies and procedures established by the Division of Arts and Culture.

# L. Review & Submit Page 12 of 12

## 1. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.701, Florida Statutes and incorporated by reference into Rule 1T-1.036, Florida Administrative Code.

## 2. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Shands Teaching Hospital and Clinics, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third-degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

### 2.1. Signature (Enter first and last name)

Kris Sullivan

