



Beneficiary Application

Mudrooms Season 13 - 2024-2025

Overview

Mudrooms is looking for nonprofit organizations to select as beneficiaries for Season 13. We typically raise about \$1,500 per event after expenses. Those selected will be the profit recipient for 2 shows next season.

Application

In one to two pages, please give us a little background about your organization, and explain how it would benefit from receiving Mudrooms funds. In your response, please address the eight application questions below, either in paragraph form or in a simple numbered list. Please review the requirements and responsibilities sections below to ensure your organization qualifies and that, if selected, would be able to meet the responsibilities of being a beneficiary.

Applications should be submitted via email to mudrooms.juneau@gmail.com and are due by March 31st, 2024. The Mudrooms StoryBoard will consider applications, and announce selections via email and on our online platforms soon thereafter.

Requirements

Your organizations is eligible to be a Mudrooms beneficiary if:

- The organization is a recognized non-profit
- The majority of the organization's work is done in Juneau or Southeast Alaska, or funds may be earmarked for use in Juneau or Southeast Alaska

Mudrooms beneficiary application questions:

1. Who should we contact about this application?
2. What is the organization's mission?
3. How will the potential funds from Mudrooms be used?
4. What percentage of your organization's budget is based on donations?
5. What population does your organization serve?
6. Have you been a Mudrooms beneficiary organization before?
7. How can your organization promote Mudrooms before, during, and after the beneficiary period?
8. Can you commit to recruiting 2 storytellers for each event? How will your organization help to recruit storytellers? Your ability to recruit storytellers will be heavily weighted in your application.



9. Please describe your organization's ability and plan to accomplish the responsibilities of selected Mudrooms beneficiaries outlined below.
10. We receive many applications from organizations doing important and commendable work. Why should we choose you to be one of two Mudrooms beneficiaries for Season 13?

Responsibilities of selected Mudrooms beneficiaries:

1. Help set-up for each event: chairs, tables, etc.
2. Staff the entry cash and refreshment tables. Take money, make change and count receipts (you supply the cash box). We request **a minimum of 4 people.**
3. Clean-up entry and refreshment tables and assist with putting away chairs and pews clean-up post event
4. Pay venue rental and any other costs immediately after shows. Provide gross and net profits to the Mudrooms board.
5. Publicize Mudroom's events on social media platforms, organization's newsletter, email list-serve and any other outlets the organization uses. The more people you bring in, the more money you make!
6. Have leadership and/or lead staff available to participate in Juneau Afternoon on KTOO radio to promote Mudrooms – one time during organization's run
7. Have leadership and/or lead staff available for first show to briefly present the organization and mission to the Mudrooms audience (~2 minutes on the mic)
8. Recruit, at a minimum, two storytellers per event
9. Post-run, give Mudrooms StoryBoard feedback about being the beneficiary organization; what worked well, what was challenging, and recommendations of what could be changed
10. Be available to attend Mudrooms StoryBoard meeting to give firsthand account of what the Mudrooms funds did for the organization