



Beneficiary Application

Mudrooms Season 14 - 2025-2026

Overview

Mudrooms is looking for 2 nonprofit organizations to select as beneficiaries for Season 14. One organization will be selected for the upcoming October and December events, and another organization will be selected for the events in February and March. Our October show raised over \$1,500 after expenses.

Application

In one to two pages, please give us a little background about your organization, and explain how it would benefit from receiving Mudrooms profits. 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 May 1, 2025. 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. How will your organization help to recruit storytellers for the event(s) if you are the profit recipient?
9. Please describe your organization's ability and plan to accomplish the responsibilities of selected Mudrooms beneficiaries outlined below.



Responsibilities of selected Mudrooms beneficiaries:

1. Be the point of contact for retrieving coffee (Coppa) and cookies (the Rookery) during the beneficiary period
2. Help set-up for each event: chairs, tables, etc.
3. 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.**
4. Clean-up entry and refreshment tables and assist with putting away chairs and pews clean-up post event
5. Pay all bills due: poster printing and distribution, venue, radio PSA underwriting, cookies, coffee, etc. immediately after shows. Provide gross and net profits to the Mudrooms board.
6. 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!
7. Have leadership and/or lead staff available to participate in Juneau Afternoon on KTOO radio to promote Mudrooms – one time during organization's run
8. 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)
9. Recruit, at a minimum, one storyteller per event
10. Post-run, give Mudrooms StoryBoard feedback about being the beneficiary organization; what worked well, what was challenging, and recommendations of what could be changed
11. Be available to attend Mudrooms StoryBoard meeting to give firsthand account of what the Mudrooms funds did for the organization