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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	VDA	IV. A. v. 3

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the children's art carnival

V. Mat
Paper, paint, brushes, collage materials, coasters, dispensers, scissors, staplers, paper cutting board, etc. Preparation of materials 9,000.00

VI. Insurance
Liability, fire, vandalism, burglary, $200 mo. 2,400.00

$76,060.04

VII. Contingency, 5% 3,803.00

Total 1st Year $79,863.04

VIII. Salary Increments
a. 5% for 2nd year 2,561.82

Total 2nd Year $82,424.86

b. 5% for 3rd year 2,689.91

Total 3rd year $85,114.77

GRAND TOTAL FOR ALL THREE YEARS $247,402.67

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	VDA	IV.A.v.3

CHILDREN'S ART CARNIVAL

OPERATING BUDGET - Annual

THE VOLUNTEERS OF THE CHILDREN'S ART CARNIVAL
CORDIALLY INVITE YOU TO ATTEND
A BENEFIT EVENING AT McGRAW-HILL

"CHILD GEMS" a 35 min. selection of animated films done by the children of the Carnival. Two showings: 4:45 and 5:45.

EXHIBITION: Professional Artists for Young Artists participating artists include:

Benny Andrews	Norman Lewis
Camille Billops	Richard Mayhew
Bob Blackburn	Stephanie Pogue
Vivian Brown	Sharon Sutton
Mel Edwards	Betty Blayton Taylor
Richard Hunt	Ben Wigfall
Mohammed Khalil	Wendy Wilson

McGraw-Hill Reception and Theatre Area
1221 Avenue of the Americas N.Y., N.Y. 10020
Thursday, March 13th, 1975; Time: 4:00 - 7:00 p.m.

Contribution: Individuals - $15.00, Couples - $25.00
All contributions are tax deductible to the extent permitted by law.

Additional activities for the month of March will include:

THE METROPOLITAN MUSEUM OF ART: The Junior Museum
5th Avenue and 82nd Street, New York, N.Y. 10028
A Bicentennial Preview Exhibition of work done by the children of the Carnival. March 4th through March 30th.

THE MUSEUM OF MODERN ART
11 West 53rd Street, N.Y., N.Y. 10019
A 35 min. film showing of "Child Gems", a selection of animated films done by the children of the Carnival.
March 16th, Sunday, 12:30 and 3:00 p.m.
March 19th, Wednesday, 12:00 noon.
March 20th, Thursday, 2:00 p.m.

Open House at the Children's Art Carnival
Friday, March 21st and Saturday, March 22nd.

VII. Contingency, 5%	3,803.00	
Total 1st Year		$79,863.04
VIII. Salary Increments		
a. 5% for 2nd year	2,561.82	
Total 2nd Year		$82,424.86
b. 5% for 3rd year	2,689.91	
Total 3rd year		$85,114.77
GRAND TOTAL FOR ALL THREE YEARS		$247,402.67

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CHILDREN'S ART CARNIVAL

OPERATING BUDGET - Annual

I.

II.

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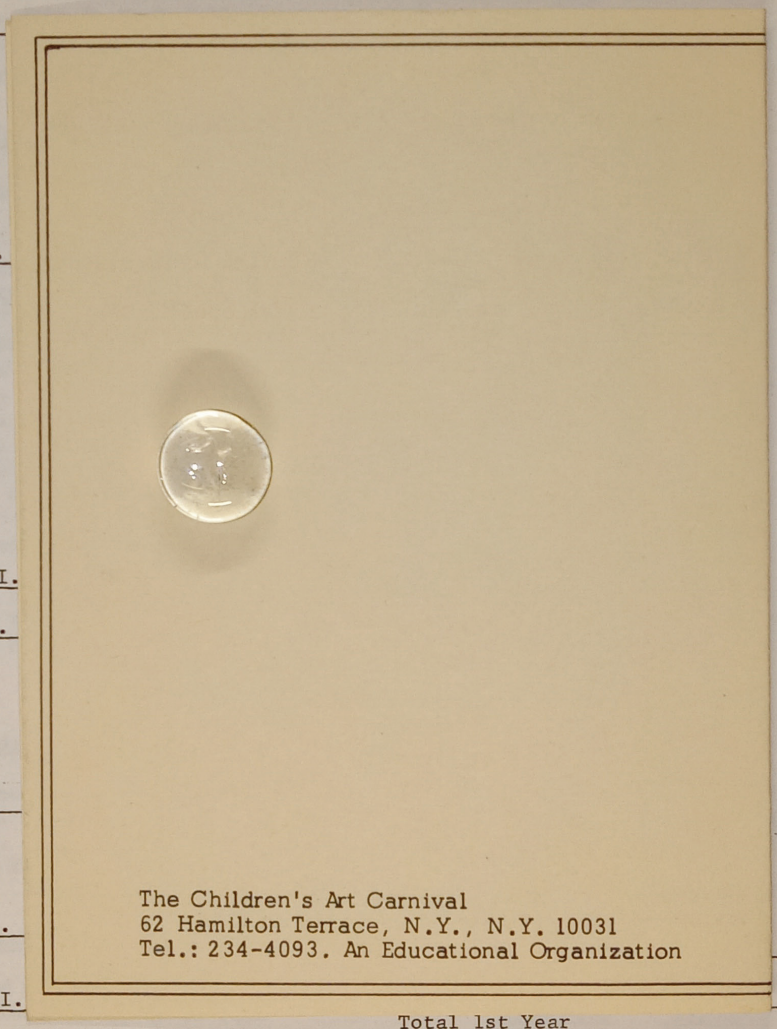

		$76,060.04
	Total 1st Year	$79,863.04
VIII. Salary Increments		
a. 5% for 2nd year	2,561.82	
	Total 2nd Year	$82,424.86
b. 5% for 3rd year	2,689.91	
	Total 3rd year	$85,114.77
	GRAND TOTAL FOR ALL THREE YEARS	$247,402.67

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CHILDREN'S ART CARNIVAL

OPERATING BUDGET - Annual

I. Teaching Staff		
a. Supervisor, full time	$11,000.00	
b. Three teachers full time (6 days a week based on annual salary of $6,500 for five days)	23,250.00	
c. Two Aides at $1.70 hr. 48 hrs. week	8,486.40	
II. Service Staff		
a. Part Time Clerk Typist	2,500.00	
b. Maintenance man, full time, 6 days a week based on annual salary $6,000	6,000.00	
c. Bus and driver at $300 mo. for pickup and delivery of 4 and 5 yr olds/neighborhood boards	3,600.00	
d. Ten percent of total budget for staff benefits not including bus and driver	5,123.64	
III. Office Equipment (Purchased Once)	600.00	
IV. Maintenance		
a. Machines, Lights, etc.	800.00	
b. Electricity and Telephone	1,800.00	
c. Heating/Air Conditioning, $125 mo. estimate	1,500.00	
V. Materials and Equipment Paper, paint, brushes, collage materials, coasters, dispensers, scissors, staplers, paper cutting board, etc. Preparation of materials	9,000.00	
VI. Insurance Liability, fire, vandalism, burglary, $200 mo.	2,400.00	
		$76,060.04
VII. Contingency, 5%	3,803.00	
Total 1st Year		$79,863.04
VIII. Salary Increments a. 5% for 2nd year	2,561.82	
Total 2nd Year		$82,424.86
b. 5% for 3rd year	2,689.91	
Total 3rd year		$85,114.77
GRAND TOTAL FOR ALL THREE YEARS		$247,402.67

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The Museum of Modern Art

To

From Mrs. John D. Rockefeller III, Mrs. Bliss Parkinson, Mrs. Alfred R. Stern, Bates Lowry, Richard Koch, Elizabeth Shaw, Betty Taylor, Victor D'Amico Charles Hesse

Date January 2, 1969

Re Report on Fund Raising for The Children's Art Carnival to date.

Actual
Contributions

Museum's Commitment	$12,500.00
Mrs. Marion Ascoli	7,500.00
Mrs. Douglas Auchincloss	5,000.00
Mrs. Walter Hochschild	1,000.00
Mrs. John D. Rockefeller III	5,000.00
Mrs. Mary C. Rockefeller	5,000.00
Mr. & Mrs. Alfred Stern	500.00
(Foundations)	
The Hecksher Foundation for Children	8,500.00
New York Fund for Children	10,000.00
*The New York Times Foundation	5,000.00
	$60,000.00

Pledges	1969	1970	1971
Museum's Commitment	$19,965.00	20,606.00	21,278.00
Mrs. Mary C. Rockefeller	5,000.00	5,000.00	-
Mrs. John D. Rockefeller III	5,000.00	5,000.00	-
**New York Fund for Children	10,000.00	-**	-
	$39,965.00	$30,606.00	$21,278.00

Expected - (Fairly sure estimate)

Ford Foundation	$25,000.00	$25,000.00	$25,000.00
Rockefeller Brothers Fund	15,000.00	15,000.00	15,000.00
	$40,000.00	$40,000.00	$40,000.00

*May reapply for grant in 1969.
**We are to reapply for possible 3rd grant

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	1969	1970	1971
TOTAL - Pledges and realistic estimate s	$79,965.00	$70,606.00	$61,278.00

Expected GRAND TOTAL, to date, including funds on hand, pledges and sure estimates = $271,849.00

Estimates of other possible Foundation grants still under consideration

Aaron E. Norman Fund	$5,000.00	$5,000.00	$5,000.00
The New York Foundation	5,000.00	5,000.00	5,000.00
The Taconic Foundation	?	?	?
	$10,000.00	$10,000.00	$10,000.00

Total Needed = $290,000.00

Possible Grand Total = Approximately $302,000.00, plus

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December 11th, 1968.

Dear Marion,

I know that you will be hearing from the Director of the Museum and from our President. But in the meantime, I want to send you my own personal letter of appreciation for the fine grant which the New York Fund for Children, Inc. has made toward The Museum of Modern Art for its Children's Art Carnival in Harlem. We are most grateful for the Fund's allocation of $10,000 a year for two years and for the enclosed check of $10,000 as the first payment on this grant. We also thank the Fund Directors for asking for a report on the program after eighteen months in order to consider further financial aid for the third year.

I hope you will express my personal appreciation to your Board of Directors for this very encouraging gift toward our total requirements. We very much hope that you will be proud of and gratified with the results of your generosity.

Very sincerely yours,

Mrs. Marion R. Ascoli
President
New York Fund for Children, Inc.
660 Madison Avenue
Fifteenth Floor
New York, New York 10021

cc. Mr. Bates Lowry
Mr. Charles Hesse
Mrs. Elizabeth Shaw

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	VDA	IV.A.v.3

THE FORD FOUNDATION
320 EAST 43RD STREET
NEW YORK, NEW YORK 10017

HOWARD R. DRESSNER
SECRETARY

JAN 28 1969

xc Mrs. Rockefeller
Mrs. Parkinson
Mr. Paley
Mr. Koch
Mr. Hesse
Mrs. Shaw
Mr. Maremoff
Mr. Lowry
Miss Rubenstein

January 20, 1969

orig. with statement

Mr. Bates Lowry, Director
The Museum of Modern Art
11 West 53rd Street
New York, New York 10019

690-0164
Grant Number

Dear Mr. Lowry:

I am pleased to inform you that The Ford Foundation has approved a grant of $60,000 to The Museum of Modern Art over a three-year period beginning January 1, 1969 for partial support of the Children's Art Carnival in Harlem. This grant is being made in response to the proposal submitted by Mr. Charles T. Hesse to Mr. W. McNeil Lowry of the Foundation staff on December 6, 1968, as modified by this letter.

It is our understanding that the total budget projected for this project is $297,403, toward which the Foundation is contributing $20,000 annually over a three-year period. It is expected that the total funds will be used substantially in accordance with the attached approved budget and that no major deviations will be made therefrom. It is also our understanding that the grant funds will be used toward the operating expenses incurred during the grant period and that no grant funds will be used toward initial construction or equipment expenses.

The attached statement, which specifies further terms and provisions applicable to this grant, should be read carefully. If you wish additional information, please communicate with us. In all correspondence concerning this grant, reference should be made to the grant number above.

On behalf of the Foundation, may I extend every good wish for the success of the Children's Art Carnival.

Sincerely,

Howard R. Dressner

Attachments

cc: Mrs. Betty Blayton Taylor

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	VDA	IV.A.v.3

January 20, 1969

690-0164
Grant Number

APPROVED BUDGET

January 1, 1969 - December 31, 1971

	First Year	Second Year	Third Year	Total
Income (estimated):				
The Museum of Modern Art	$ 33,333	$ 20,833	$ 20,834	
Other	76,530	41,592	44,281	
TOTAL	$109,863	$ 62,425	$ 65,115	$237,403
Expenses (estimated):				
Construction costs				
Initial construction and equipment costs	$ 50,000	-	-	
Operating costs				
Teaching staff salaries	42,736	42,736	44,873	
Service staff salaries	12,100	12,100	12,525	
Fringe benefits	5,124	5,124	5,124	
Salary increments (5 per cent)	-	2,562	2,690	
Office equipment	600	600	600	
Maintenance	4,100	4,100	4,100	
Art materials and equipment	9,000	9,000	9,000	
Insurance	2,400	2,400	2,400	
Contingency	3,803	3,803	3,803	
TOTAL	$129,863	$ 82,425	$ 85,115	$297,403
Ford Foundation contribution toward total budget	$ 20,000	$ 20,000	$ 20,000	$ 60,000

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	VDA	IV.A.v.3

Western Electric

J. M. Shostak
Education Specialist

Western Electric Fund
195 Broadway
New York, N. Y. 10007
212 571-5110

Children's Art Carnival Fund Raising

February 13, 1974

Mr. J.M. Shostak
Western Electric Fund
195 Broadway
New York, NY 10007

Dear Mr. Shostak:

Mrs. Rockefeller has aked me to tell you how much she enjoyed meeting and talking with you some weeks ago about the Children's Carnival. I apologize for the delay in sending you these comments.

As we said then, Mrs. Rockefeller, the rest of the Board and the Museum staff feel that the Children's Carnival in Harlem is providing an experience for thousands of children from that area which we feel will have far-reaching effects not only on the quality of their own lives but also on our cultural institutions. The kind of art training and creative opportunities offered children at the Carnival appears to be an aid to reading as well as an important assist in communicating. Some of the projects - individual and group - in which the children participate offer them opportunities to comment on, and thus formulate opinions on, social concerns such as drugs, peace, the urban environment.

Letters from public school teachers who have brought their classes to the Children's Carnival testify to the effectiveness of the teaching methods in arousing and sustaining the children's interest in the arts. Some have been able to incorporate some of the ideas and concepts into their own classrooms and curriculum.

How does this relate to the broad concerns of cultural institutions? All over the country art museums are being asked to provide more and more services to more people. But most art museums are not equipped to provide basic orientation in the arts to the very young child and many are ill equipped to provide a good introduction to the arts on any level except adult. (In one metropolitan area on the West Coast one of the first effects of the energy crisis was the cancellation of all school trips to the big county museum.) Given the hard-pressed finances of virtually all cultural institutions it is doubtful that museums can provide these services if indeed they are the best place for them.

(more)

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	VDA	IV.A.v.3

Children's Art Carnival Fund Raising

February 13, 1974

Mr. J.M. Shostak
Western Electric Fund
195 Broadway
New York, NY 10007

Dear Mr. Shostak:

Mrs. Rockefeller has aked me to tell you how much she enjoyed meeting and talking with you some weeks ago about the Children's Carnival. I apologize for the delay in sending you these comments.

As we said then, Mrs. Rockefeller, the rest of the Board and the Museum staff feel that the Children's Carnival in Harlem is providing an experience for thousands of children from that area which we feel will have far-reaching effects not only on the quality of their own lives but also on our cultural institutions. The kind of art training and creative opportunities offered children at the Carnival appears to be an aid to reading as well as an important assist in communicating. Some of the projects - individual and group - in which the children participate offer them opportunities to comment on, and thus formulate opinions on, social concerns such as drugs, peace, the urban environment.

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(more)

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But if young children can be encouraged to use their eyes and their hands and get involved with the arts in a creative and natural way, they will be more likely, we believe, as they get older, to help all of us develop new and better educational methods, and, as adults, they will be better prepared to enjoy art in museums and elsewhere as individuals and as active and concerned members of the varied and diverse museum audiences around the country.

Because we believe that the Children's Carnival (which grew out of many' years of development at the Museum itself) can have far-reaching effects, we have always encouraged groups around the country to establish similar organizations. A few years ago we took the Carnival itself to Italy, Spain, the Brussels World's Fair and India so that teachers in other countries could become acquainted with its theories and practices.

I hope this summary of our discussion is helpful. If you want any elaboration, please do not hesitate to let me know.

Sincerely,

Elizabeth Shaw
Director

ES:fms

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File

Dick Oldenburg

Charles Besse

February 22, 1972

Children's Art Carnival

I have just learned that this weekend the National Endowment for the Arts formally approved our application for a $25,000 grant for the Carnival. As you know, a matching grant has been provided by the Rockefeller Brothers Fund.

cc: Betty Taylor
Blanchette Rockefeller
Gustave Levy
Walter Thayer
William Paley
Richard Koch
Liz Shaw
Hans Van den Houten

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Fund Raising

September 9, 1970

PROGRESS REPORT ON STATUS OF THE CHILDREN'S ART CARNIVAL FUNDS

INITIAL GOAL (To operate the Carnival for three years) = $297,403.00

ACTUAL CONTRIBUTIONS RECEIVED TO DATE		TOTAL
Individuals		
Mrs. Marion Ascoli	$ 7,500.00	
Mrs. Bernard Gimbel	500.00	
Mrs. Walter Hochschild	1,500.00	
Mrs. Frances Ladson	10.00	
Mr. H. Robert Mandel	10.00	
Mrs. John D. Rockefeller 3d	15,111.70	
Mrs. Mary C. Rockefeller	9,777.14	
Mr. and Mrs. Alfred Stern	500.00	
Mrs. Calvin Stillman	100.00	
Miss Jane Threbaud	10.00	
Mrs. George Wick	10.00	
The Honorable John H. Whitney	5,000.00	$40,028.84
Foundations		
The Robert Bowne Foundation, Inc.	$ 500.00	
The Ford Foundation	30,000.00	
The Heckscher Foundation for Children	8,500.00	
Frances & John L. Loeb Foundation	500.00	
New York Fund for Children	20,000.00	
New York State Council on the Arts	560.00	
New York Times Foundation	7,500.00	
Aaron E. Norman Fund, Inc.	5,000.00	
William S. Paley Charitable Trusts	5,000.00	
The Rockefeller Family Fund	30,000.00	
The Lois Sheldon Russel Fund	2,000.00	
The van Ameringen Foundation	10,000.00	$119,560.00
MOMA's commitment towards building costs		12,500.00
MOMA's commitment towards operating costs (1969)		19,965.00
	ACTUAL CONTRIBUTIONS	$192,053.84
*Pledges - see page 2	PLEDGES TO BE FULFILLED	102,106.86
	TOTAL	294,160.70
	FUNDS STILL NEEDED TO ATTAIN GOAL	$3,243.30

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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PLEDGES	1970	1971
Mrs. Mary C. Rockefeller	$5,222.86	-
Ford Foundation	10,000.00	20,000.00
New York Fund for Children (Possible 3rd grant-must reapply)	-	-
The Rockefeller Family Fund (Must reapply each year, but assured of these sums)	-	15,000.00
The Aaron E. Norman Fund, Inc.	5,000.00	5,000.00
Museum's Commitment	20,606.00	21,278.00
	$40,828.86	$61,278.00

TOTAL PLEDGES TO BE FULFILLED $102,106.86

cc: John Hightower
Dick Koch
Liz Shaw
Betty Taylor
Charles Hesse

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The Museum of Modern Art Archives, NY	Collection: VDA	Series.Folder: IV.A.v.3

Fund Raising

August 20, 1970

PROGRESS REPORT ON STATUS OF THE CHILDREN'S ART CARNIVAL FUNDS

INITIAL GOAL (To operate the Carnival for three years) = $297,403.00

ACTUAL CONTRIBUTIONS RECEIVED TO DATE

		TOTAL
Individuals		
Mrs. Marion Ascoli	$ 7,500.00	
Mrs. Bernard Gimbel	500.00	
Mrs. Walter Hochschild	1,500.00	
Mrs. Frances Ladson	10.00	
Mr. H. Robert Mandel	10.00	
Mrs. John D. Rockefeller 3d	15,111.70	
Mrs. Mary C. Rockefeller	9,777.14	
Mr. and Mrs. Alfred Stern	500.00	
Mrs. Calvin Stillman	100.00	
Mr. and Mrs. Alfred Stern	500.00	
Miss Jane Thiebaud	10.00	
Mrs. George Wick	10.00	
The Honorable John H. Whitney	5,000.00	$40,528.84
Foundations		
The Robert Bowne Foundation, Inc.	$ 500.00	
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The Heckscher Foundation for Children	8,500.00	
Frances & John L. Loeb Foundation	500.00	
New York Fund for Children	20,000.00	
New York State Council on the Arts	560.00	
New York Times Foundation	7,500.00	
Aaron E. Norman Fund, Inc.	5,000.00	
William S. Paley Charitable Trusts	5,000.00	
The Rockefeller Family Fund	30,000.00	
The Lois Sheldon Russel Fund	2,000.00	
The van Ameringen Foundation	10,000.00	$119,560.00
MOMA's commitment towards building costs		12,500.00
MOMA's commitment towards operating costs (1969)		19,965.00
	ACTUAL CONTRIBUTIONS	$192,553.84
*Pledges - see page 2	PLEDGES TO BE FULFILLED	102,106.86
	TOTAL	294,660.70
	FUNDS STILL NEEDED TO ATTAIN GOAL	$2,742.30

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PLEDGES	1970	1971
Mrs. Mary C. Rockefeller	$5,222.86	-
Ford Foundation	10,000.00	20,000.00
New York Fund for Children (Possible 3rd grant-must reapply)	-	-
The Rockefeller Family Fund (Must reapply each year, but assured of these sums)	-	15,000.00
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	$40,828.86	$61,278.00

TOTAL PLEDGES TO BE FULFILLED $102,106.86

cc: John Hightower
Dick Koch
Hans vanden Houten
Liz Shaw
Betty Taylor
Charles Hesse

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the children's art carnival

641 St. Nicholas Avenue, New York, N.Y. 10031. Tel. 234-6266

Presented by The Harlem School of The Arts, created and sponsored by The Museum of Modern Art

M I N U T E S

Tuesday September 21, 1971

FUND RAISING MEETING FOR THE CHILDREN'S ART CARNIVAL

Meeting attended by:

Mrs. John D. Rockefeller III
Mrs. Frank Y. Larkin
Miss Susan Stedman
Mr. Harold Snedcoff
Mr. Jim Rousmaniere
Mrs. Alfred R. Stern
Mr. Hans van den Houten
Mr. Courtney Callender
Mr. Charles Hesse
Mrs. Betty Blayton Taylor

The meeting was opened with an explanation by Charles Hesse of the budget figures through 1972. It was stated that the Carnival will have a deficit of $66,563.14 by June 30, 1972 based on existing figures.

A proceedure was established for the elimination of the present anticipated 1972 budget deficit and for overall funding for the future.

IT IS AS FOLLOWS:

1 The major Foundations will not be approached until all future plans have been finalized.

2 It was agreed that our position would be strengthen if we wait until December to make our report to the Board of Directors. This will enable us to include pledges and monies that have been secured to offset the deficit. We will also state at this time that future plans are being developed and will be reported on in January.

3 Letters to interested corporations will be prepared for signatures by Betty Blayton Taylor and Charles Hesse.

Consulting Director: Mr. Victor D'Amico *Executive Director:* Mrs. Betty Blayton Taylor

Community Advisory Board: Mrs. Odilia Campbell, Mr. Theodor Gunn, Mrs. Doris Haywood, Mrs. Kenneth Marshall, Miss Martha Norris, Mrs. Nona Pierce, Miss Vivian Rogers, Mrs. Joan Sandler, Mr. William Songer, Mrs. Melba Taylor, Mrs. Lydia Thaxtan, Mr. Wendall Wray; *Ex Officio:* Mr. Victor D'Amico, Miss Dorothy Maynor
Community Consultants: Mr. Romare Bearden, Dr. Kenneth Clark, Dr. Mamie Clark, Mrs. Ida Cullen Cooper, Mrs. Jean Hutson, Mrs. Murill Kellogg, Dr. Kenneth Marshall, Mrs. Cyril Tyson

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4 Proposals will be sent as soon as possible to the following Foundations:

a The Heckscher Foundation
b The New York Fund for Children
c The National Endownment for the Arts
d The Helena Rubenstein Foundation (we are expecting word in November regarding a grant in the amount of $25,000.00)

5 It was agreed that a planning and development committee be formed to include:

Mrs. John D. Rockefeller III
Mrs. Frank Y. Larkin
Miss Susan Stedman
Mrs. Mattie Goings
Miss Doris Haywood
Mr. Charles Hesse *
Mrs. Alfred R. Stern
Mr. Hans van der Houten *
Mr. Courtney Callender
Mr. Douglas Pugh
Mrs. Betty Blayton Taylor
Mr. Harold Snedcof

*= Ex Officio Members

6 It was agreed that a job discription would be prepared for an Administrative Director for the purpose of overall Carnival Development and Fund Raising. (On a salaried basis)

Wednesday October 13, 1971 was the agreed date of the Planning and Development Committee's next meeting. A reminder will be mailed to all Committee members.

The meeting was adjourned.

Betty Blayton Taylor

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Revised January 19, 1970

PROGRESS REPORT ON STATUS OF THE CHILDREN'S ART CARNIVAL FUNDS

INITIAL GOAL (To operate the Carnival for three years) = $297,403.00

ACTUAL CONTRIBUTIONS RECEIVED TO DATE

Individuals

Mrs. Marion Ascoli	$ 7,500.00	
Mrs. Bernard Gimbel	500.00	
Mrs. Walter Hochschild	1,500.00	
Mr. H. Robert Mandel	10.00	
Mrs. John D. Rockefeller, 3d	10,111.70	
Mrs. Mary C. Rockefeller	9,777.14	
Mr. and Mrs. Alfred Stern	500.00	
Miss Jane Thiebaud	10.00	
Mrs. George Wick	10.00	
The Honorable John H. Whitney	5,000.00	34,918.84

Foundations

The Robert Bowne Foundation, Inc.	500.00	
The Ford Foundation	25,000.00	
The Heckscher Foundation for Children	8,500.00	
Frances & John L. Loeb Foundation	500.00	
New York Fund for Children	20,000.00	
New York Times Foundation	7,500.00	
Aaron E. Norman Fund, Inc.	5,000.00	
William S. Paley Charitable Trusts	5,000.00	
The Rockefeller Family Fund	15,000.00	
The Lois Sheldon Russel Fund	1,000.00	
The van Ameringen Foundation	10,000.00	98,000.00

MOMA's commitment towards building costs	12,500.00
MOMA's commitment towards operating costs (1969)	19,965.00
ACTUAL CONTRIBUTIONS	$165,383.84
*Pledges - see page 2 PLEDGES TO BE FULFILLED	126,995.16
TOTAL	$292,379.00
FUNDS STILL NEEDED TO ATTAIN GOAL	5,024.00

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PLEDGES	1970	1971
Mrs. Mary C. Rockefeller	$5,222.86	-
Mrs. John D. Rockefeller 3d	4,888.30	-
Ford Foundation	15,000.00	20,000.00
New York Fund for Children (Possible 3d grant - must reapply)	-	-
The Rockefeller Family Fund (Must reapply each year, but assured of these sums)	15,000.00	15,000.00
The Aaron E. Norman Fund, Inc.	5,000.00	5,000.00
Museum's Commitment	20,606.00	21,278.00
	65,717.16	61,278.00

TOTAL PLEDGES TO BE FULFILLED $126,995.16

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CHILDREN'S ART CARNIVAL - FUND RAISING

THE AARON E. NORMAN FUND, INC.
575 MADISON AVENUE
NEW YORK, N.Y. 10022

December 18, 1969

Mr. Charles T. Hesse
Director of Development
The Museum of Modern Art
11 West 53rd Street
New York, New York 10019

Dear Mr. Hesse:

Thank you for your letter of December 15th and the enclosed progress reports of the Children's Art Carnival.

In as much as the conditions of our grant in support of the Children's Art Carnival have been fulfilled, I am pleased to enclose a check of the Norman Fund in the amount of $5,000 representing the first annual installment of the Norman Fund's $15,000 grant to the Museum of Modern Art to be earmarked for the Carnival.

The project sounds and appears from the photographs, to be most exciting and I would appreciate your continuing to send me progress reports.

Sincerely,

Deborah M. Cole

(Mrs.) Deborah M. Cole
Executive Director

DMC:mh
Encl.

Jay Shaw

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CARNIVAL

January 13, 1970

Mrs. Deborah M. Cole
Executive Director
The Aaron E. Norman Fund, Inc.
575 Madison Avenue
New York, New York 10022

Dear Mrs. Cole,

On behalf of the staff of the Children's Art Carnival and The Museum of Modern Art, I would like to thank The Aaron E. Norman Fund, Inc. for its contribution of $5,000, which is the first annual installment of the Norman Fund's $15,000 grant to the Carnival.

When I wrote to you on December 15, I stated that we still needed to raise $30,850 to attain our minimum goal of $297,400 to operate the Carnival for the initial three year period. I am very pleased to be able to report that since then, we have received approximately $10,800 in year end contributions. Therefore, The Aaron E. Norman Fund's grant of $15,000 is particularly significant because it has enabled us to realize an approximate total of $292,000, just $5,000 short of our goal.

The generous support and interest of your organization is gratifying to everyone who is working to continue the success of the Carnival.

We will plan to keep you informed of its progress. If you or the members of your Board would like to visit the Carnival, please let me know.

Sincerely,

Charles T. Hesse
Director of Development

cc: B. Taylor
Victor D'Amico
Mrs. Alfred Stern

bc: D. Koch
S. Rubenstein
Liz Shaw

Mrs. John D. Rockefeller

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December 31, 1969

COPY

The Honorable John Hay Whitney
110 West 51st Street
New York, New York 10019

Dear Mr. Whitney,

On behalf of the staff of the Children's Art Carnival and the Museum, I would like to express our sincere appreciation for your very generous gift of $5,000 to the Carnival.

The thoughtful interest and concern you have shown in helping to assure the success of this important project is gratifying to us all. We will plan to keep you informed of the Carnival's progress from time to time.

Thank you again and best wishes for the new year.

Sincerely,

Charles T. Hesse
Director of Development

cc: William S. Paley
bc: Mrs. John D. Rockefeller 3d
Betty Blayton Taylor
Liz Shaw
Sarah Rubenstein
Walter Bareiss
Richard Koch

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December 5, 1969

Mrs. Marion R. Ascoli
President
New York Fund for Children, Inc.
105 East 22nd Street
New York, New York 10010

Dear Mrs. Ascoli,

Thank you very much for your thoughtful letter of December 1, enclosing your Foundation's grant of $10,000 which represents the second and final payment on your pledge to the Children's Art Carnival.

On behalf of both the Museum and the staff of the Carnival, I would like to express our very appreciation to you and your Board of Directors. Your continued interest and generosity in helping to make this important project a success is gratifying to all of us. Your kind comments are also appreciated.

We will continue to keep you informed of the Carnival's progress.

With best wishes for the holiday seasons,

Sincerely,

Charles T. Nesse
Director of Development

cc: B. B. Taylor

bc: William S. Paley
Mrs. John D. Rockefeller 3d
Dick Koch
Liz Shaw
Sarah Rubenstein

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NEW YORK FUND FOR CHILDREN, INC.
105 EAST 22ND ST. ROOM 710
NEW YORK, N. Y. 10010
228-4430

December 1, 1969

Mr. Charles T. Hesse
Director of Development
Museum of Modern Art
11 West 53rd Street
New York, N.Y. 10019

Dear Mr. Hesse:

The Board of Directors of the New York Fund for Children would like you to know that they found the report of the Children's Art Carnival interesting and delightful, and we wish the Carnival continued success.

We are enclosing a check in the amount of $10,000 which represents payment of the second and final year of our pledge. We will appreciate receiving acknowledgement of receipt of the check, and we look forward to receiving any progress reports that are prepared on the Carnival.

Sincerely yours,

Marion R. Ascoli

Mrs. Max Ascoli
President

MRA/hr

CC: Mrs. Betty Blayton Taylor

P.S. It is so good to know that something really "beautiful" ~~successful~~ is being offered to the children in Harlem. Congratulations!
Marion Ascoli

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PROGRESS REPORT ON STATUS OF THE CHILDREN'S ART CARNIVAL FUNDS
As of April 23, 1969

GOAL = $297,403.00

ACTUAL CONTRIBUTIONS RECEIVED TO DATE:

Individuals:

Mrs. Marion Ascoli	$7,500.00	
Mrs. Douglas Auchincloss	5,000.00	
Mrs. Walter Hochschild	1,000.00	
Mrs. John D. Rockefeller, 3rd	10,190.00	
Mrs. Mary C. Rockefeller	5,000.00	
Mr. and Mrs. Alfred Stern	500.00	
		$29,190.00

Foundations:

The Ford Foundation	10,000.00	
The Heckscher Foundation for Children	8,500.00	
New York Fund for Children	10,000.00	
*The New York Times Foundation	5,000.00	
The Rockefeller Family Fund	15,000.00	
The van Ameringen Foundation	5,000.00	
		$53,500.00
Plus MOMA's commitment towards the building renovation costs		12,500.00
	TOTAL	$95,190.00

PLEDGES	1969	1970	1971
Mrs. Mary C. Rockefeller	$5,000.00	5,000.00	-
Mrs. John D. Rockefeller, 3rd	-	5,000.00	-
Ford Foundation	10,000.00	20,000.00	20,000.00
**New York Fund for Children	10,000.00	**	-
***The Rockefeller Family Fund	-	15,000.00	15,000.00
Museum's Commitment	19,965.00	20,606.00	21,278.00
	$44,965.00	$65,606.00	$56,278.00

*Have applied for additional $5,000 for 1969
**We are to reapply for possible 3rd grant
***We are to reapply each year, but have been assured of these additional sums

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TOTAL - Actual Contributions and Pledges = $262,039.00

Funds still needed to attain goal = $ 35,364.00

Further Comments:

Expected - (fairly sure)

New York Times Foundation $ 5,000.00
Aaron E. Norman Fund 15,000.00 (We have been given the understanding that $5,000 per year for three years would be forthcoming, once the Carnival opened and several other conditions have been met. As these conditions have been met, I have reapplied.)

There is also the prospect of receiving a modest annual contribution from a special fund of the St. James Church through Reverend William Chase. We should have a decision on this within a few weeks.

Therefore, there is a possible grand total at this time of $282,039.00, with the sum of $15,364.00 still to be raised.

cc: Mrs. John D. Rockefeller, 3rd, Mrs. Bliss Parkinson, Mrs. Alfred R. Stern, Bates Lowry, Arthur Tourtellot, Richard Koch, Elizabeth Shaw, Betty Taylor, Sarah Rubenstein, Gerald Marenoff

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xc CH
ES
GM

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 245-3200 Cable: Modernart

William S. Paley
President

April 11, 1969

Mrs. Douglas Auchincloss, President
van Ameringen Foundation, Inc.
509 Madison Avenue
New York, New York 10022

Dear Lily:

Charlie Hesse has just informed me that an additional grant of $5,000 arrived this morning from the van Ameringen Foundation for the Children's Art Carnival. Thank you for starting my day off on such a high note!

I'm sure you realize how very much we appreciate the thoughtful support and interest you and your Foundation's Board of Directors have shown since the early beginnings of this important project. Receiving this further expression of your generosity and continuing concern for the success of the Carnival is most gratifying to us all.

With kind regards,

Sincerely,

Bates Lowry

BL:lc

cc: Mrs. John D. Rockefeller, III
Mrs. Alfred R. Stern

bc: Richard Koch
Betty Blayton Taylor
Elizabeth Shaw
Charles Hesse

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ES ✓
GM

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 245-3200 Cable: Modernart

William S. Paley
President

Dear Mr. Benedict:

Thank you very much for the contribution from the Rockefeller Family Fund to support the Children's Art Carnival. As you request, the amount will be assigned to the general operating expenses of the Carnival during its first year.

Please convey to the Trustees the deepest gratitude of the Museum for this very timely gift. Nothing the Museum does is more imaginative or significant than this project to enrich the lives of the children in a congested and greatly underprivileged area of our city. To have both the support and good wishes of the Fund is most encouraging.

Sincerely yours,

Mr. Stephen Benedict
Rockefeller Family Fund
49 West 49 Street
New York, New York 10020

March 18, 1969

bcc: Mrs. John D. Rockefeller, 3rd
Messrs. Lowry ✓
Koch
Tourtellot
Miss Rubenstein (with $15,000 check)

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Mrs Fourtellot

Answer Regret
Appropriate action
Background?
Fyi File JSM
Note & Return
Phone WSP
Reply Direct
Status?
Suggest reply
To discuss
Comments or
Recommendation
WSP

Rockefeller Family Fund
49 West 49th Street
New York, New York 10020

March 12, 1969

Dear Mr. Paley:

As you know, the Rockefeller Family Fund has been considering a request for support of the Children's Art Carnival project in Harlem, to be carried out by the Museum of Modern Art in facilities provided by the Harlem School of the Arts. The Trustees feel this is a forward-looking activity for the Museum and that it can bring a high quality of artistic instruction to a great many children in a deprived community. Consequently, they would like to be of help in assuring the Carnival's success and have approved a special grant of $15,000 for this purpose. I am therefore enclosing the Fund's check in this amount, payable to The Museum of Modern Art and designated for the general operating expenses of the Children's Art Carnival during its first year.

Sincerely,

Stephen Benedict

Mr. William S. Paley
President
The Museum of Modern Art
11 West 53rd Street
New York, New York 10019

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April 7, 1969

Mr. Stephen Benedict
Rockefeller Family Fund
49 West 49th Street
New York, New York 10020

Dear Mr. Benedict:

It is with pleasure that I join William Paley on behalf of the Trustees of the Museum of Modern Art in expressing our sincere appreciation for the Rockefeller Family Fund's generous grant to the operating expenses of the Children's Art Carnival.

We believe that the Art Carnival will prove to be one of the most significant contributions being made towards providing strong motivation through a creative experience for the children in the Harlem area. The thoughtful concern you and your Trustees have shown in helping make this important project possible is gratifying to us all.

I know that Charles Hesse and Betty Taylor will plan to keep you informed of the progress of the Carnival.

Sincerely,

Bates Lowry

BL:lc

cc: Mrs. John D. Rockefeller, III

bc: Mr. Arthur Tourtellot
Mrs. Liz Shaw
Mr. Charles Hesse

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The Museum of Modern Art

To Miss Sarah Rubenstein
Mr. Gerald E. Haroutoff

From Richard H. Koch

Date

Re

April 7, 1969

Mr. Stephen Benedict
Rockefeller Family Fund
49 West 49th Street
New York, New York 10020

Dear Steve:

I know that Bates Lowry and William Paley have written on behalf of the Museum's Trustees to thank you for the generous grant made by The Rockefeller Family Fund to the operating expenses of The Children's Art Carnival. However, I also want to thank you, Dana Creel, and Gerald Davenport personally for this wonderful support and for the thoughtful advice and consideration you gave us.

It is most encouraging to all of us who have been working to make the Art Carnival a reality, to receive this support and expression of confidence from the Fund. The early assurance of your grant has been important in helping us to obtain additional support.

We will keep you posted on the progress of the Carnival, and make a report at the end of the year for consideration next year.

Again our thanks and kind regards.

Sincerely,

Charles T. Hesse
Special Assistant
Foundation & Corporate Relations

CTH:lc

cc: Mrs. John D. Rockefeller, III
Mrs. Betty Blayton Taylor

bc: Mrs. Alfred R. Stern
Mrs. Liz Shaw

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The Museum of Modern Art

To Miss Sarah Rubenstein
Mr. Gerald E. Marenoff

From Richard H. Koch

Date March 5, 1969

Re

Liz has suggested that it might be a good idea if the funds for the Harlem Carnival are kept in an account with a Harlem bank. Please let me know what you think of this before next week's meeting of the Board of Trustees.

cc: Mr. Bates Lowry
Mrs. Elizabeth Shaw

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Bates Lowry
cc: Charles Hess, Richard Koch

The Museum of Modern Art

cc: Charles Hess, Richard Koch

To
Bates Lowry

From
Elizabeth Shaw

Date
March 3, 1969

Re

Dear Bates:

Would it be a good idea to use a Harlem bank for our funds for the Carnival?

I gather we use various banks for different accounts and this might be particularly appropriate.

The Heckscher Foundation for Children	8,500.00		
New York Fund for Children	10,000.00		
*The New York Times Foundation	5,000.00		
	$65,190.00		
Pledges	1969	1970	1971
Museum's Commitment	$19,965.00	20,606.00	21,278.00
Mrs. Mary C. Rockefeller	5,000.00	5,000.00	-
Mrs. John D. Rockefeller, III		5,000.00	-
**New York Fund for Children	10,000.00	**	-
The Ford Foundation	20,000.00	20,000.00	20,000.00
	$54,965.00	$50,606.00	$41,278.00
Expected - (Fairly sure estimate)			
Rockefeller Cousins Fund	$15,000.00	$15,000.00	$15,000.00
The New York Times Foundation	5,000.00		
	$20,000.00	$15,000.00	$15,000.00

*May reapply for grant in 1969.
**We are to reapply for possible 3rd grant.

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The Museum of Modern Art

To
Mrs. John D. Rockefeller III, Mrs. Bliss Parkinson, Mrs. Alfred R. Stern,

From
Bates Lowry, Richard Koch, Elizabeth Shaw, Betty Taylor, Arthur Tourtellot
Charles Hesse

Date
February 11, 1969

Re
Report on Fund Raising for The Children's Art Carnival to date.

Goal = $297,403.00

Actual Contributions

Museum's Commitment	$12,500.00
Mrs. Marion Ascoli	7,500.00
Mrs. Douglas Auchincloss	5,000.00
Mrs. Walter Hochschild	1,000.00
Mrs. John D. Rockefeller, III	10,190.00
Mrs. Mary C. Rockefeller	5,000.00
Mr. & Mrs. Alfred Stern	500.00
(Foundations)	
The Heckscher Foundation for Children	8,500.00
New York Fund for Children	10,000.00
*The New York Times Foundation	5,000.00
	$65,190.00

Pledges	1969	1970	1971
Museum's Commitment	$19,965.00	20,606.00	21,278.00
Mrs. Mary C. Rockefeller	5,000.00	5,000.00	-
Mrs. John D. Rockefeller, III		5,000.00	-
**New York Fund for Children	10,000.00	**	-
The Ford Foundation	20,000.00	20,000.00	20,000.00
	$54,965.00	$50,606.00	$41,278.00

Expected - (Fairly sure estimate)

Rockefeller Cousins Fund	$15,000.00	$15,000.00	$15,000.00
The New York Times Foundation	5,000.00		
	$20,000.00	$15,000.00	$15,000.00

*May reapply for grant in 1969.
**We are to reapply for possible 3rd grant.

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TOTAL - Pledges and realistic estimates	$74,965.00	$65,606.00	$56,278.00

Expected GRAND TOTAL, to date, including funds on hand, pledges and sure estimates = $262,039.00

Estimates of other possible Foundation grants still under consideration

Aaron E. Norman Fund	$5,000.00	$5,000.00	$5,000.00
The New York Foundation	5,000.00	5,000.00	5,000.00
	$10,000.00	$10,000.00	$10,000.00

Possible Grand Total = Approximately $292,039.00

Actual remaining funds still needed to attain goal = $85,364.00

JTH

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November 4, 1968

January 27, 1969

Mr. W. McNeil Lowry
Vice President
Division of Humanities and The Arts
The Ford Foundation
320 East 43rd Street
New York, New York 10017

Dear Mr. Lowry:

I know that Bates Lowry and William Paley have written Howard Dressner on behalf of the Museum's Trustees to thank him for the generous grant made by The Ford Foundation to the operating expenses of The Children's Art Carnival. However, I also want to thank you, personally, for Betty Taylor and myself, for this wonderful support and for the thoughtful advice and consideration you gave us.

It is most encouraging to all of us who have been working to make the Art Carnival a reality, to receive this support and expression of confidence from your Foundation. It also has been important in helping us to obtain additional support.

We will plan to keep you informed of the progress of the Art Carnival, and, of course, make regular reports to The Ford Foundation as outlined in the terms of the grant.

Again our thanks and kind regards.

Sincerely,

Charles T. Besse
Special Assistant
Foundation & Corporate Relations

cc: Mrs. John D. Rockefeller, III
Betty Taylor

bc: Mrs. Alfred R. Stern
Liz Shaw

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the children's art carnival

11 West 53 Street, New York, N.Y. 10019 Tel. 245-3200

Presented by The Harlem School of The Arts, Created and sponsored by The Museum of Modern Art

November 4, 1968

Mrs. Grace E. O'Neill, Director
New York Fund for Children, Inc.
100 Park Avenue
New York, New York 10017

Dear Mrs. O'Neill:

I would like to bring to your attention a project which the Museum of Modern Art is undertaking in Harlem. I understand that Marion Ascoli may have told you of my discussions with her about this. The Trustees and staff of the Museum believe that this project, The Children's Art Carnival, will fill an urgent and continuing need for the community's underprivileged children.

For a long time the Museum has shared the Nation's increasing concern for the people who live in ghetto areas, such as Harlem. The Museum received a number of requests from groups in Harlem and Brooklyn, as well as from New York City's Office of Cultural Affairs during the past year for a special program designed by The Museum of Modern Art. In response to this, the Museum carried out a study with the advice and assistance of community leaders. The objective of the study was to determine what specific contribution the Museum could make, based upon its experience and resources, to serve the needs and desires of the residents of Harlem.

One fact seemed particularly significant throughout the study: there are few, if any, special programs, aside from those of Head Start, for very young children. Most projects have been created to help the underprivileged adolescent.

It was decided that the Museum's most valuable and immediate contribution would be to recreate a replica of its successful Art Carnival and Workshop, originally designed in 1942 by Victor D'Amico for the Museum. A summary description of this new version of The Children's Art Carnival, now being prepared for Harlem, is attached. An outline of the program planned by Betty Blayton Taylor, who has been appointed Executive Director of The Art Carnival, is included also. However, before you read this information, there are several factors concerning the development of the project which we believe are particularly important to note:

Community Advisory Board: Mr. Theodor Gunn, Mrs. Doris Haywood, Mr. Charles Innis, Mrs. Kenneth Marshall, Mrs. Nona Pierce, Mrs. Malikah Rahman, Miss Vivian Rogers, Mrs. Joan Sandler, Mr. William Songer, Mrs. Melba Taylor, Mrs. Lydia Thaxtan, Mr. Wendall Wray. *Ex Officio:* Miss Dorothy Maynor, Mrs. Betty Blayton Taylor. *Community Consultants:* Mr. Romare Bearden, Dr. Mamie Clark, Dr. Kenneth Clark, Mrs. Ida Cullen Cooper, Mrs. Jean Hudson, Dr. Kenneth Marshall, Mr. Cyril Tyson.

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1. The Trustees and staff of the Museum believe strongly that the Art Carnival must be run on a continuing basis for several years at least, to achieve the greatest benefits for the largest number of youngsters. Therefore, the Trustees of The Museum of Modern Art have approved the commitment of the Museum's own funds to the extent of 25% of the amounts required for the preparation and installation of the Carnival, and for its operation for a period of three years. The Museum is actively seeking contributions from other sources sufficient, when combined with the Museum's own commitment, to ensure the operation of the Carnival for at least this period. In the meantime, to avoid delay in starting the project, the Trustees have authorized the Museum to underwrite the entire cost of the Carnival's preparation and installation, and of its operation while other support is being sought.

2. The Art Carnival has received the endorsement of many people whose advice and help the Museum has sought, including M.A.R.C., The Urban League, The Harlem School of the Arts, various other Harlem community groups and the City Planning Commission. The Harlem School of the Arts at 141st Street and St. Nicholas Avenue has offered The Children's Art Carnival rent-free space, available adjacent to its school. The Museum will remodel these facilities to serve the requirements of the Carnival, and renovations are expected to be completed by the end of December 1968. Also important, we believe; local labor will be used in every way possible from the outset.

The Museum is seeking a minimum of approximately $280,000 to install and operate the Carnival for three years. We are turning to the New York Fund for Children, Inc. with the hope that you will make a grant of $20,000 a year for three years to help assure the funds necessary for this outstanding project. A grant from you will be important also in helping the Museum to obtain the total funds required for the Carnival, and to encourage the community to work for the long range success of the Art Carnival.

Contributions for The Children's Art Carnival may be made through The Museum of Modern Art. For your information, I am enclosing a statement of the estimated costs to carry out the program annually for three years. A member of my committee and I will be glad to meet with you to discuss this project further.

We hope that this request will receive your favorable consideration.

Sincerely,

Mrs. John D. Rockefeller III
Chairman
Fund Raising Committee for
The Children's Art Carnival

enclosures
cc: Betty Blayton Taylor

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Bates Lowry

Charles Hesse

December 6, 1968

Children's Art Carnival

This morning, just before we went into the Ford Foundation, Blanchette Rockefeller told me that she personally plans to give $10,000 more to the Children's Art Carnival.

This represents a gift of $5,000 a year for the three years (for a total of $15,000) to the Carnival.

She plans to give it to us after the first of the year, either in one $10,000 payment, or two separate payments, to be decided later.

However, I wanted you to know right away, although I don't think a letter of acknowledgment is necessary until we receive the check or a notice from her in writing. I will keep you posted.

CTH

cc: Dick Koch
Betty Blayton
Liz Shaw ✓
Sarah Rubenstein

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November 7th, 1968.

Dear Marion,

Your check has been received along with your very kind accompanying letter. I have forwarded both to the Treasurer's office at The Museum of Modern Art.

I want to acknowledge personally and in writing, the receipt of this wonderful gift to the Children's Art Carnival from your own Marion R. Ascoli Fund and to say once again how much your quick and enthusiastic support of our project has meant to all of us working toward its successful establishment.

On Election Day morning, I put in the mail the formal application for assistance to the New York Fund for Children and enclosed with it a letter over my signature in which we asked for a grant of $60,000 for three years.

I have had a good talk with Mary Rockefeller explaining to her about our objectives and sending her also a similar booklet. Early next week I will reach Donald Straus who is at present away in Mexico.

Thank you again, Marion, for your kindness and for your warm personal response to our appeal for assistance. I know that the Trustees of the Museum will want to join with me in sending you their gratitude for your help.

Affectionately yours,

"Blanchette Rockefeller"

Mrs. Max Ascoli
23 Gramercy Park
New York, New York

cc. Mr. Gerald Marenoff
Mrs. Elizabeth Shaw
Mrs. Betty Blayton Taylor

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The Museum of Modern Art

Marion R. Ascoli Fund
100 Park Avenue
New York, N.Y.

November 4, 1968.

Dear Blanchette:

I am delighted to enclose a contribution of $7,500 from the Marion R. Ascoli Fund to the Museum of Modern Art for the Children's Art Carnival, as a one-time grant. The Trustees join me in believing that this project is off to a fine start since it is affiliated with the Harlem School of the Arts.

I would like to add a personal note of congratulations to you for the wonderful job you have done and are doing to make the Children's Art Carnival available to the Harlem community where there is such a dearth of really fine programs.

With warmest personal greetings,

Very sincerely,

Signed: Mrs. Max Ascoli
President

Mrs. John D. Rockefeller III
One Beekman Place
New York, New York

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The Museum of Modern Art

To Mrs. John D. Rockefeller III

From Charles Hesse

Date November 7, 1968

Re Our proposal to the Ford Foundation for Children's Art Carnival

I called McNeil Lowry's office this morning and talked with his secretary, Miss Lavelle.

She said Mr. Lowry had returned to the office on Monday, November 4th, and was on a very tight schedule for the next week. He has a number of reports to prepare for immediate deadlines, as well as their upcoming Trustee meeting.

Miss Lavelle said Mr. Lowry had read my letter of October 29th and promised to call me to set up a meeting at the earliest opportunity he would have. She said she thought November 14th would be the earliest date he could possibly make it.

CTH

cc: Betty Taylor
Liz Shaw
Victor D'Amico

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October 29, 1968

Mr. W. McNeil Lowry
Vice President
Division of Humanities and The Arts
Ford Foundation
320 East 43rd Street
New York, New York 10017

Dear Mr. Lowry:

I learned that you will be away until November 5th, when I telephoned your office several days ago. Since we wanted to inform you of the latest developments concerning the Children's Art Carnival as soon as possible, I am writing to you in advance so that Mrs. Taylor and I may arrange a meeting with you as soon after your return as is convenient.

We believe you will be pleased to learn that the Trustees of The Museum of Modern Art have approved the commitment of the Museum's own funds to the extent of 25% of the amounts required for the preparation and installation of the Carnival, and for its operation for a period of three years. The Museum is actively seeking contributions from other sources sufficient, when combined with the Museum's own commitment, to ensure the operation of the Carnival for at least this period. In the meantime, to avoid delay in starting the project, the Trustees have authorized the Museum to underwrite the entire cost of the Carnival's preparation and installation, and of its operation while other support is being sought.

We look forward to meeting with you, and discussing this project again. I will plan to call you later next week to make an appointment.

Sincerely,

Charles T. Hesse
Special Assistant
Foundation and Corporate Relations

CTH:cc

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Fund Raising
Annual

October 23, 1968

Dear Blanchette:

Here is a copy of the statement about the Museum's commitment to the Children's Carnival for Harlem, which I have revised since our conversation on Monday. Liz, Charlie and I all think that it is an improvement over the prior version, and I am sending a copy to Bates as well. Please give me a ring when you have had time to look it over.

I have not yet gone over the most recent revision of the budget or the newest bid on the remodelling work, which I hear is considerably lower than the previous one. I'll be in touch with you as soon as definite figures are available.

With all good wishes,

Sincerely,

Richard H. Koch

Mrs. John D. Rockefeller 3rd
One Beekman Place
New York, New York 10022

cc: Mr. Bates Lowry

bc: Mr. Charles T. Hesse
Mrs. Elizabeth Shaw ✓

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RHK DRAFT 10/23/68

Liz Shaw

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

June 28, 1968

The Trustees of The Museum of Modern Art have approved the commitment of the Museum's own funds to the extent of 25% of the amounts required for the preparation and installation of the Carnival, and for its operation for a period of three years.

The Museum is actively seeking contributions from other sources sufficient, when combined with the Museum's own commitment, to ensure the operation of the Carnival for at least this period.

In the meantime, to avoid delay in starting the project, the Trustees have authorized the Museum to underwrite the entire cost of the Carnival's preparation and installation, and of its operation while other support is being sought.

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*Honorary Trustee

Richard H. Koch
Secretary

Vice President
The Ford Foundation
New York, New York 10017

This summer The Museum of Modern Art is undertaking a project will fulfill an urgent and vital need for the community's underprivileged children. It is our hope that this project, ation from The Ford Foundation.

concern for the people who live in the ghetto areas, such as Harlem. During the past year, in response to requests from Cultural Affairs for a program designed by The Museum of Modern Art, a study was carried out by the Museum with the advice and was to determine what specific contribution the Museum could make with relation to its experience and resources, and the

One fact seemed particularly significant throughout the study: there are almost no special programs for very young children, since most projects have been created to help adolescents.

It was decided that the most valuable and immediate contribution the Museum could make would be to recreate a version of the Museum's very successful Art Carnival and Workshop, originally designed in 1942 by Victor D'Amico for the Museum. More recent versions have been sent to Italy, Belgium, Spain and India and have met with equal success and praise. Therefore, the effectiveness and value of this type of project has already been

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Liz Shaw

Comité Ford Rivin

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

June 28, 1968

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Mrs. Bertram Smith
Mrs. Donald B. Straus
Edward M. M. Warburg*
Monroe Wheeler*
*Honorary Trustee

Richard H. Koch
Secretary

Mr. W. McNeil Lowry
Vice President
The Ford Foundation
320 East 43rd Street
New York, New York 10017

Dear Mr. Lowry:

This summer The Museum of Modern Art is undertaking a project in Harlem which the Trustees and staff of the Museum believe will fulfill an urgent and vital need for the community's underprivileged children. It is our hope that this project, The Children's Art Carnival, will receive favorable consideration from The Ford Foundation.

For a long time the Museum has shared the Nation's increasing concern for the people who live in the ghetto areas, such as Harlem. During the past year, in response to requests from a number of groups in Harlem and New York City's Office of Cultural Affairs for a program designed by The Museum of Modern Art, a study was carried out by the Museum with the advice and assistance of community leaders. The objective of the study was to determine what specific contribution the Museum could make with relation to its experience and resources, and the needs and desires of the residents of Harlem.

One fact seemed particularly significant throughout the study: there are almost no special programs for very young children, since most projects have been created to help adolescents.

It was decided that the most valuable and immediate contribution the Museum could make would be to recreate a version of the Museum's very successful Art Carnival and Workshop, originally designed in 1942 by Victor D'Amico for the Museum. More recent versions have been sent to Italy, Belgium, Spain and India and have met with equal success and praise. Therefore, the effectiveness and value of this type of project has already been

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Mr. W. McNeil Lowry
The Ford Foundation

June 28, 1968

proven. A summary description of the new Art Carnival project, now being prepared for Harlem, is attached, as well as a program outline prepared by Betty Blayton Taylor, who has been appointed Executive Director of The Art Carnival. However, before you read the summary, there are several factors concerning the development of this project which I believe are particularly important to note:

1) The summer months are probably the most crucial period of time to reach and involve the children, and it is, therefore, important to install the Carnival as quickly as possible. However, all who are concerned with this project believe strongly that the long range benefits of keeping the Carnival in operation throughout the year will be equally great. It is the Museum's hope and objective to see that the Art Carnival continues for at least 15 months, and indefinitely if enough local participation and funds can be obtained. The Museum feels committed to a long range interest in the operation and quality of the program.

2) The Art Carnival has received the endorsement of many people whose advice and help the Museum has sought, including M.A.R.C., The Urban League, The Harlem School of The Arts, various other Harlem community groups and The City Planning Committee. Their help has been assured in obtaining facilities in a proper location that will meet the needs of the Carnival and the community. It is anticipated that space for the Carnival will be secured by mid-July and put into operating condition as quickly as possible. Also, from the outset, local labor will be used in every way possible.

3) The Board of Trustees of the Museum unanimously approved the establishment of the Children's Art Carnival in their May meeting. Because of their conviction as to the importance of this project, the Trustees also approved an advance from Museum funds of $38,000, to assure the program's beginning as soon as facilities are obtained. In addition, two gifts of $5,000 each and one of $1,000 have also been pledged by three members of the Museum's Board.

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Mr. W. McNeil Lowry
The Ford Foundation

June 28, 1968

We are seeking a minimum of approximately $140,000 to operate The Art Carnival for 15 months. As funds are not available through the Museum's own operating budget, we are turning to The Ford Foundation with the hope that you will make a significant grant to assure The Art Carnival's operation during the immediate months ahead. A grant from The Ford Foundation will also be important in helping the Museum to obtain additional funds for this project and in encouraging the community to work for the long range success of the program.

A copy of this proposal is being sent to Douglas Pugh with whom a member of the Museum staff has talked briefly already on the telephone. I would like to suggest that the Executive Director of the Art Carnival, Mrs. Taylor, and Charles Hesse, a member of the Museum staff, meet with you or any of your colleagues whom you suggest. They can describe in greater detail the overall program and provide you with a statement of costs for the program, based upon a period of 15 months. Of course, Bates Lowry, the new Director of the Museum, and I will be glad to meet with you, should you wish to discuss this project further with us.

We will appreciate your consideration of this project.

Sincerely yours,

Gardner Cowles, Chairman
Development & Membership Committee

encl. (2)

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PROJECT: THE CHILDREN'S ART CARNIVAL

A new and significant bridge between the Harlem Community and the Museum of Modern Art will be established this summer with the development of a special art workshop for younger underprivileged children, called The Children's Art Carnival.

The Museum of Modern Art has long been seeking new ways to extend some of its activities effectively into Harlem. Many months were spent meeting with community leaders in Harlem to determine the most meaningful type of program which the Museum could undertake to meet the needs and desires of the residents of the community. One fact seemed particularly significant to all concerned: most poverty-oriented projects have been designed for adolescents; few, if any, are created especially for very young children. The Children's Art Carnival is designed to serve the interests of children 4 to 12 years of age. It can accommodate 25 - 30 children at one time, or approximately 150 children a day. These children will be drawn from a large number of neighborhoods that are known to be most needy.

Concerned with the visual arts for youngsters, the Carnival consists of two distinct areas: a motivational area containing toys and materials designed to stimulate the child's visual, tactal and kinesthetic senses. The second area is a workshop where children develop their creative aptitudes by working with a variety of materials from which they can create collages, constructions, mobiles, paintings and textures. An important factor is that previous experience and ability are not prerequisites.

Originally conceived by Victor D'Amico, Director of the Museum's Department of Education, the Carnival was presented regularly at the Museum for many years, beginning in 1942, with outstanding success. Similar versions were later sent to Italy, Spain and the Brussels World's Fair with equal success. A full replica of the Carnival was constructed in two large trailers and presented to the Indian Government in 1963. After traveling to major cities, it was permanently installed in the National Children's Museum at New Delhi.

The Museum is fortunate in having the assistance and advice of leaders from the Harlem Community, including such organizations as M.A.R.C., The Urban League and The Harlem School of The Arts. With their assistance, arrangements are being made for space for the Art Carnival in a proper and carefully selected location. Once facilities have been obtained in one of several sites being considered, it is anticipated that only approximately three weeks will be required to have the Art Carnival in operating order.

Victor D'Amico is Director and Betty Blayton Taylor, formerly with HARYOU, is Executive Director of the Art Carnival. Additional staff drawn from the Harlem community will be added when the new facilities are ready for classes. There will also be a Parents' Lounge both as a convenience and also to encourage participation and assistance on the part of the parents.

The Museum is making plans for a 15 month period of operation, initially, for which the Museum is currently seeking a minimum of $140,000. If sufficient funds can be secured, the project will be extended indefinitely, under the continued sponsorship of the Museum. Members of the Museum's Educational staff will also be available regularly for consultation and assistance.

THE MUSEUM OF MODERN ART
11 West 53rd St., New York, N.Y. 10019

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THE CHILDREN'S ART CARNIVAL -- OBJECTIVES AND PROGRAM

I. The Children who will be involved:

A. Our primary aim will be to reach those children in the community who come from the homes of the least informed parents. We also feel that, in addition, it will be important to have children from the more informed parents, but in fewer numbers, to achieve an interchange between the children.

B. There will be 15 classes a day -- 6 classes for children 4-6 years old; 6 classes for ages 7-9; and 3 to 4 classes for those 10-12 years; 36 teenagers also will serve as aides in working with the children (3 aides for each class).

II. The Teenage program:

36 teenagers, who will serve as aides and also receive training in art, are being sought from the Junior High and High Schools in the Manhattan area. These young people, who will be from the Harlem Community, would be qualified but probably unable to attend the Art High Schools. The home locations of the teenagers will also be taken into consideration in order to assure their aid in transporting the younger children to the Carnival. The purpose of the teenage program would be to aid creative young people who probably would not otherwise receive any advanced training.

III. To provide the maximum number of students with an experience of quality and depth:

Since the program will be able to service only 300 children per session, it is necessary to look at the program on a yearly basis. We will begin by servicing those areas that are deemed most in need, based on research supplied by MARC. Over a period of one year, there would be four sessions -- each session would service 300 children. Therefore, a total of 1,200 children would benefit from this experience, in one year.

IV. Extending the program beyond the actual Carnival:

It is hoped that, in the Fall, those mothers who are interested in art and have participated with their children in the summer program can be interested and encouraged to develop similar projects, on a smaller scale, within their own blocks. In addition to the mothers being involved in creative activity, we would also be able to have information available in regard to programs related to education, public services for themselves and their children.

V. The ultimate results in regard to the children:

There has been evidence of a link between the use of these visual toys and creative activities with that of reading readiness and visual expansion. It is hoped that a child having experienced the Art Carnival program for a given period of time will have developed better use of not only his creative mental processes but also his ability to perceive with expanded visual perception.

THE MUSEUM OF MODERN ART
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The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

August 23, 1968

Office of the Director

Mr. W. McNeil Lowry
Vice President
Division of Humanities and The Arts
The Ford Foundation
320 East 43rd Street
New York, New York 10017

Dear Mr. Lowry:

Mrs. Taylor and I would like to thank you for the very pleasant and interesting meeting we had with you last Tuesday morning. We appreciate greatly your thoughtful guidance and suggestions regarding the Children's Art Carnival.

As soon as Bates Lowry and Gardner Cowles have been able to consider and discuss the suggestions you made with other members of the Museum's Board of Trustees, we will report their decisions and further plans for the Art Carnival to you.

With kind regards,

Sincerely,

Charles T. Hesse
Special Assistant
Foundation and Corporate Relations

CTH/bmb

c.c. Gardner Cowles, Betty Taylor

bcc Liz Shaw

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The Museum of Modern Art

To Richard Koch cc; Liz Shaw

From Victor D'Amico

Date September 5, 1968

Re

I talked to Kathryn Bloom regarding securing funds for the Harlem Carnival, as you suggested. She said that Mr. Rockefeller was interested in projects that "cut accross the board" which involved all types of students from different economic backgrounds, rather than special projects. She said that the Foundation had been interested in special projects like the Harlem Carnival, but that these interests had been fulfilled. She did not think, therefore, that our request would fit the new plan.

Vic

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The Museum of Modern Art

To Mr. Victor D'Amico

From Richard H. Koch

Date August 28, 1968

Re

At our meeting with Bill Paley yesterday about the Harlem Carnival it was suggested that the JDR 3rd Fund, via Kathryn Bloom, might possibly be willing to contribute to the support of the Harlem project as well as the Caravan. I don't know whether this would in fact be feasible but suggest that you give it some thought.

cc: Mr. Bates Lowry
Mr. Charles T. Hesse
Mrs. Elizabeth Shaw

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c.c. Liz Shaw, Victor D'Amico, Betty Blayton Taylor

The Museum of Modern Art

To Bates Lowry

From Charles Hesse

Date August 16, 1968

Re Children's Art Carnival

The attached foundations were suggested by Mrs. Alfred Stern. As we discussed, I will plan to prepare proposals for your signature to several of them right away, particularly the New York Fund for Children (Mrs. Max Ascoli), The Stern Family Fund, and The New York Foundation.

However, I wanted to ask you to note the foundations first, should there be any among them that you would prefer not to approach at this time.

CTH

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CHILDREN'S ART CARNIVAL:

Suggestions of sources to obtain Funds.

I. Mrs. Alfred R. Stern suggested the following in a telephone conversation with Charles Hesse on August 15th.

a. New York Fund for Children, Inc.
100 Park Avenue
New York, N.Y. 10017

Donors: Marion R. Ascoli Fund; Adele R. Levy Fund, Inc.

Purpose and Activities: To promote the physical, mental and spiritual welfare of children, etc. -- grants generally to agencies in New York City.

Officers: Pres., Mrs. Marion R. (Mrs. Max) Ascoli -- (Mrs. Stern's mother-in-law) and sister of the late Adele R. Levy.

Among the Directors are: Mary C. Rockefeller, Alfred R. Stern and Donald Straus.

Mrs. Stern suggests we write to Ascoli (Mrs.) something such as: "Knowing of your long standing interest in and generosity to the Museum, we thought that this project would be of particular interest to you and the Foundation."

b. The Stern Family Fund
21 East 40th Street
New York, N.Y. 10016

Donors: Members of the Edgar Stern Family Fund (very remote relatives of Mrs. Alfred Stern)

Purpose and Activities: Although grants are usually limited to present beneficiary institutions and to special proposals developed by their trustees, Mrs. Stern believes they are greatly interested in Harlem right now, as well as art.

Officers: David R. Hunter is Executive Director (Mrs. Stern knows him and said that we may use her name -- "Mrs. Alfred Stern, who is very active in the Museum, suggested that we bring this project to your attention because of your Foundation's concern for helping the Harlem community, as well as your interest in the fine arts."

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c. New York Foundation
Four West 58th Street
New York, New York 10019

Purpose and Activities: include welfare, including civil rights, race relations, and prevention of juvenile delinquency; as well as stimulation of the creative arts.

Officers: John Heyman is President. His wife is on the Board of the North Side Center in Harlem (as is Mrs. Stern). This is one of the agencies that will be bringing children to the Art Carnival.

Mrs. Stern suggested this connection be brought to Mr. Heyman's attention -- we may also use her name.

d. The Ittleson Family Foundation
654 Madison Avenue
New York, N.Y. 10021

Officers: Nina Ridenour is Secretary.

Mrs. Stern believes that the Ittlesons, Henry Ittleson Jr in particular, are very interested in Harlem and children.

e. The Aaron E. Norman Fund Inc.
575 Madison Avenue
New York, N.Y. 10022

Officers: Ruth Alice N. Halsband is Pres., Andrew E. Norman is V.P. & Sec., Frank A. Weil is Treasurer, and Deborah M. Cole is Executive Secretary.

Purposes and Activities: Major current interests include interracial relations and civil rights and helping socially deprived children.

Mrs. Stern spoke as though she knew Deborah Cole well.

f. Taconic Foundation, Inc.
666 Fifth Avenue
New York, N.Y. 10019

Although we don't know the present status of the Foundation at present, because of the death last year of Mr. and Mrs. Stephen R. Currier, the Foundation has been strongly interested in child welfare and intercultural relations.

Officers: John G. Simon is Treasurer and Lloyd K. Garrison is Vice President.

Since we haven't heard to the contrary, in all probability, the Foundation is still active.

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g. Bronfman (The Ann and Edgar) Foundation, Inc.
375 Park Avenue
New York, N.Y. 10022

Purposes and Activities: Grants primarily to those programs and institutions which supply an expanding cultural climate for a community; also education and broad humanitarian endeavors.

Officers: Edgar M. Bronfman, Pres. (Because we will want to approach him for "The Drive" both as an individual and Pres. of Seagrams, we should carefully weigh a request at this time.)

h. The Heckscher Foundation for Children
52 Vanderbilt Avenue
New York, N.Y. 10017

Purposes and Activities: Welfare of children, equipment to education institutions, etc.

Officers: Mrs. Ruth Smadbeck, President

August Heckscher is no longer connected with it.

Mrs. Stern also suggested looking in to the various foundations connected with the Duke and Biddle families, and she also again brought up the idea of approaching Jacqueline Kennedy.

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September 24, 1968

Mrs. Douglas Auchincloss
President
van Ameringen Foundation, Inc.
509 Madison Avenue
New York, New York 10022

Dear Lily:

I am writing on behalf of the Museum to thank the van Ameringen Foundation, Inc. again for its contribution to the Children's Carnival in Harlem and to report on our progress during the summer months.

We have formed two boards in order to obtain the widest possible participation and support from the Harlem community. The Community Advisory Board consists of twelve men and women who have been active at the grass roots level (parents groups, block associations, etc.). The Community Consultants consist of seven members including such noted leaders as Dr. Kenneth Clark, Member of the New York Board of Regents, Cyril Tyson, Commissioner of Human Resources for the City of New York, and Dr. Kenneth Marshall, Associate Director of MARC. Lists of both groups are attached, as well as a brief description of some of the organizations with whom we anticipate a working relationship.

In addition, during the course of conversations and meetings with these individuals and groups, we have been able to determine the actual structure of the program. Our plans now call for enrolling approximately 750 children who will attend the Carnival once a week for three months. A second group of 750 will be served during the following three months, and so forth. In addition, we are scheduling "open sessions" which children who are not enrolled can attend and, if they care, to, register for the next three month period.

These plans have been formulated under the direction of Betty Blayton Taylor who was appointed Executive Director of the Carnival at the beginning of the summer. Mrs. Taylor has had extensive experience in the Harlem community and we are delighted with the guidance she is giving this project.

It has become increasingly clear to the Museum's Board of Trustees, however, that we must make every effort to establish the Carnival as a permanent operation and that our original estimate of a 15-month pilot project was too limited. For one thing, the cost of remodeling the space, which has been offered to us rent free in the Harlem School of the Arts at 141st Street and St. Nicholas Avenue, is considerably more than anticipated. We do not feel it is wise to put as much as $40,000 into bricks and mortar unless the plans are projected for a much longer period of time.

(more)

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We estimate that the annual costs for operating the Art Carnival over a three year period, for example, would be approximately $86,800. This figure includes spreading the cost of remodeling over 36 months. We are also investigating the possibility of having the Community Advisory Board incorporate so that it will be in a position to continue to obtain funds to maintain the project.

Therefore, we have raised our initial goal to include the increased cost of remodeling, and are seeking a minimum of $170,000 for the first period of 15 months, and will continue to seek ways and means necessary to maintain the Carnival on a permanent basis.

Sincerely,

Elizabeth Shaw

ES:rb
Encs.

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cc ~~EBP~~
RdH
BL
ES ✓
VDA
RHC
SR
GM

van Ameringen Foundation, inc.

Mrs. E. Bliss Parkinson
President
Museum of Modern Art
21 West 53rd Street
New York, New York 10019

Dear Eliza:

I am pleased to inform you that the Board of Directors of the van Ameringen Foundation, Inc., at their meeting today, voted approval of a grant of $5000 in support of the Museum of Modern Art's Children's Carnival in Harlem.

Our check for the full amount is enclosed.

With all good wishes for the success of this project.

Sincerely,

Lily

Mrs. Douglas Auchincloss
President

509 Madison Avenue, New York, New York 10022 (212) 758 6221

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ROUGH DRAFT

September 19, 1968

Mr. C. Raymond Hulsart
Vice President
The New York Times Foundation

Dear Mr. Hulsart:

I am writing to report our progress during the summer months in the establishment of The Children's Art Carnival in Harlem, a project which we hope The New York Times Foundation will be able to assist.

We have formed two boards in order to obtain the widest possible participation and support from the Harlem community. The Community Advisory Board consists of twelve men and women who have been active at the grass roots leval (parents groups, block associations, etc). The Community Consultants consist of seven members including such noted leaders as Dr. Kenneth Clark, Member of the New York Board of Regents, Cyril Tyson, Commissioner of Human Resources for the City of New York, and Dr. Kenneth Marshall, Associate Director of MARC. Lists of both groups are attached, as well as a brief description of some of the organizations with whom we anticipate a working relationship.

In addition, during the course of conversations and meetings with these individuals and groups, we have been able to determine the actual structure of the program. Our plans now call for enrolling approximately 750 children who will attend the Carnival once a week for three months. A second group of 750 will be served during the following three months, and so forth. In addition, we are scheduling "open sessions" at which children who are enrolled for the regular three month period can attend and, if they care to, register for the next three month period.

These plans have been formulated under the direction of Betty Blayton Taylor who was appointed Executive Director of the Carnival at the beginning of the summer. Mrs. Taylor has had extensive experience in the Harlem community and we are delighted with the guidance which she is giving this project.

It has become increasingly clear to the Museum's Board of Trustees, however, that we must make every effort to establish the Carnival as a permanent operation and that our original estimate of a 15-month pilot project was too limited. For one thing, the cost of remodeling the space, which has been offered to us rent free in the Harlem School of the Arts at 141st Street and St Nicholas Avenue, is considerably more than anticipated, and we do not feel it is wise to put as much as $40,000 into bricks and mortar unless the plans are projected for a longer period of time.

We estimate that the annual costs for operating the Art Carnival over a three year period, for example, would be approximately $86,800. This figure includes spreading the cost of remodeling over 36 months. We are also investigating the possibility of having the Community Advisory Board incorporate so that it will be in a position to continue to obtain funds to maintain the project on an annual basis, beyond the initial 3 years.

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Therefore, we have raised our initial goal to include the increased cost of remodeling, and are seeking a minimum of $170,000 for the first period of 15 months. We will continue to seek funds necessary to maintain the Carnival on a permanent basis.

Thus far, initial reactions from foundations and individuals have been most encouraging. We have reason to believe that a grant from The New York Times Foundation will bring matching funds and additional support from several other sources.

Please do not hesitate to call on us if you need further information, or if you would like any of us to meet with you. We appreciate your consideration of this project.

Sincerely,

Charles T. Hesse

ES

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Shaw

For meeting with William Paley on Tuesday, August 27, 1968.

Re: Children's Art Carnival

Prospects to whom presentations have already been made or with whom discussions have been held:

General Reaction: Great project, but competition is stiff, particularly for Corporate funds.

1. Ford Foundation -- First proposal to Pugh 6/20/68
   Current Status - see Memo of August 26th.

2. New York Times Foundation --
   - Request from Gardner Cowles sent 7/17/68
   - Reply from Hulsart 7/19/68 - Board will consider in late September. - we will provide latest information before then.

3. New York Board of Trade --
   - CTH met with Sybil Simon in mid-May -- they are committed, first, to programs under Mayor's Task Force Program and Parks Department. Promised to see if any funds left after the summer.

4. Pepsi- Cola -- CTH met with Harvey Russell, Director of Community Relations. They are committed for 1968. Letter from Gardner Cowles to be sent in September to Donald Kendall, President, for their fall budget meeting.

Other Prospects proposed (name of contact underlined, and Trustee or Staff Member who has agreed to sign letter or call on telephone is indicated):

COMPANIES:

1. Union Carbide (Gardner Cowles) -- Birny Mason, Jr., Chairman; CTH has initiated contact with T. J. Marzec, Manager of Employee and Community Relations -- this will take pursuing.

2. Singer Company (Dr. Moe) -- Donald Kircher, President. Dick Koch also has a contact with whom he can discuss the project.

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3. Lever Bros. (Gardner Cowles) -- Milton C. Mumford, Chairman

4. Metropolitan Life (Gardner Cowles) -- Gilbert W. Fitzhugh, Pres.

5. R. H. Macy (Gardner Cowles) -- Jack I. Straus, Chairman

6. Eastman Kodak (Dr. Moe) -- William S. Vaughn, Chairman

FOUNDATIONS:

1. The Vincent Astor Foundation -- Gardner Cowles, or possibly Monroe Wheeler, would write Mrs. Brooke Astor.

Others suggested by Mrs. Alfred Stern (see memo of August 16th.)

2. New York Fund for Children, Inc.

3. The Stern Family Fund

4. New York Foundation

5. The Ittleson Family Foundation

6. The Aaron E. Norman Fund Inc.

7. Taconic Foundation, Inc.

8. The Heckscher Foundation for Children

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c.c. William Paley, Dick Koch, Victor D'Amico, Liz Shaw and Betty Blayton

The Museum of Modern Art

To Bates Lowry and Gardner Cowles

From Charles Hesse

Date August 26, 1968

Re Children's Art Carnival

Report on Ford Foundation:

On June 28, 1968, Gardner Cowles sent a proposal to W. McNeil Lowry, Vice President in charge of the Arts and Humanities Program at the Foundation, asking for a grant for the above project.

Mr. Lowry replied to Mr. Cowles on July 10, that: (1) this is only one of many projects, nationally, to help children in ghetto areas, from which they have received appeals, (2) they could not consider giving support until after this summer, (3) he meanwhile would be glad to meet with Mrs. Betty Taylor and Charles Hesse to learn more about the program and our plans for its future development.

At the time of his reply, I was on vacation, so Mr. Cowles wrote to Mr. Lowry to thank him and suggest that "some of us connected with the Museum will talk with you" early in the Fall.

Betty Taylor, Liz Shaw and I decided that it would be important and useful to see Mr. Lowry now, in order to keep our project fresh in his mind, and also to get his thinking and advice in order to be sure we get the best possible hearing when we talked to them in the Fall.

Mr. Lowry agreed to meet with Betty Taylor and me on Tuesday, August 20th at 10 a.m. Our meeting lasted approximately 1 1/4 hours and was very encouraging and constructive.

Without being too commital, Mr. Lowry indicated that he thought the Children's Art Carnival was a valid and worthwhile project. He appeared to be particularly pleased with the way that the Carnival had been organized; our rapport and relationship with the various Harlem community organizations; the make-up of the Advisory Board, and our plans for involving and training the mothers of the children as aides.

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He was very careful to explain that, in the area of anti-poverty, etc., the Foundation henceforth is considering making grants only to projects that are assured of continued operation over a number of years. Although the Museum would hope that the Carnival's Board and/or the Harlem School of the Arts would take over the responsibility of the continued financing and operation of the Carnival after the initial 15 months, Mr. Lowry advised that the Museum's Board should make a stronger commitment.

He recommended that we first estimate what we think the annual operating budget will be, once the Carnival is running on a regular basis. Then, to meet the requirements of the Ford Foundation, he recommends that the Board of Trustees make a formal commitment to stand behind the Carnival financially for a period of three or four years at least, in case they are unable to raise the funds they need (or until they are assured, through some other arrangement, of the necessary annual financing).

He also advised that Ford's grant might be their only one (and probably would be), and would probably be made in the form of a matching grant, with an equal sum to be raised from other sources.

He also recommended that we discuss the project with John Hightower of the New York State Council on the Arts, because he believes that this project falls within the Council's interests. (He said that they have a budget of around three million dollars this year.)

Finally, Mr. Lowry asked that we report back to him when we have obtained the decision of the Museum's Board of Trustees. At that time he would also like to be apprised of other sources from which we believe we will be able to obtain funds.

Charles Hesse

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file Art Carnival Cont's

JUL 1969

vref NY times fdn.

The Museum of Modern Art

To Mr. Victor D'Amico

From Richard H. Koch

Date May 10, 1968

Re

July 3, 1969

Mr. C. Raymond Hulsart
Vice President
The New York Times Foundation, Inc.
229 West 43 Street
New York, New York 10036

Gentlemen:

On behalf of The Museum of Modern Art, I acknowledge with many thanks, the very generous contribution of $2,500 from The New York Times Foundation, Inc. for The Children's Art Carnival in Harlem.

Sincerely yours,

Sarah Rubenstein
Assistant Treasurer

SR:bz

bcc: Mrs. John D. Rockefeller, 3rd
Mr. William S. Paley
Mr. Walter Bareiss
Mr. Richard Koch
Mr. Charles Hesse

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Carnival - Fund Raising

The Museum of Modern Art

To Mr. Victor D'Amico

From Richard H. Koch

Date May 10, 1968

Re

At yesterday's meeting the Board of Trustees unanimously approved the proposed establishment and operation of the Children's Carnival in Harlem and undertook to underwrite the cost of this project up to the amount of $38,000. It is understood, of course, that special contributions will be sought to finance the project, and that sufficient funds can be raised to cover not only the $38,000 budgeted for the first three months but for a period of up to fifteen months at a total estimated cost of $137,000.

cc: Dr. Henry Allen Moe
Mr. William S. Paley
Mrs. Bliss Parkinson
Mr. Rene d'Harnoncourt
Mr. Bates Lowry
Mrs. Elizabeth Shaw
Mr. Charles T. Hesse
Mr. Gerald E. Marenoff

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Revised November 11, 1969

PROGRESS REPORT ON STATUS OF THE CHILDREN'S ART CARNIVAL FUNDS

INITIAL GOAL (to operate the Carnival for three years) = $297,403.00

ACTUAL CONTRIBUTIONS RECEIVED TO DATE

Individuals:

Mrs. Marion Ascoli	$ 7,500.00	
Mrs. Walter Hochschild	1,000.00	
Mrs. John D. Rockefeller, 3rd	10,111.70	
Mrs. Mary C. Rockefeller	5,002.34	
Mr. and Mrs. Alfred Stern	500.00	
Miss Jane R. Thiebaud	10.00	
Mrs. George Wick	10.00	$24,134.04

Foundations:

The Robert Bowne Foundation, Inc.	500.00	
The Ford Foundation	10,000.00	
The Heckscher Foundation for Children	8,500.00	
New York Fund for Children	10,000.00	
The New York Times Foundation	7,500.00	
The Rockefeller Family Fund	15,000.00	
The Lois Sheldon Russel Fund	1,000.00	
The van Ameringen Foundation	10,000.00	$62,500

Plus MOMA's commitment towards the building renovation costs — $12,500.00

TOTAL — $99,134.04

PLEDGES	1969	1970	1971
Mrs. Mary C. Rockefeller	$5,000.00	5,000.00	-
Mrs. John D. Rockefeller, 3rd	-	5,000.00	-
Ford Foundation	10,000.00	20,000.00	20,000.00
**New York Fund for Children	10,000.00	**	-
***The Rockefeller Family Fund	-	15,000.00	15,000.00
Museum's Commitment	19,965.00	20,606.00	21,278.00
	$44,965.00	$65,606.00	$56,278.00

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**We are to reapply for possible 3rd grant

***We are to reapply each year, but have been assured of these additional sums

TOTAL - Actual Contributions and Pledges	=	$266,049.04
Funds still needed to attain goal	=	31,353.96

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GH DEPT. OF EDUCATION - CHILDREN'S ART CARNIVAL - HARLEM FUND RAISING

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

March 24, 1970

Mr. Dressner
Secretary
The Ford Foundation
320 East 42nd Street
New York, New York 10017

Grant Number
69-164

Dear Mr. Dressner,

In accord with the terms and conditions of the above grant, I am pleased to send you the following two reports on the Children's Art Carnival: a financial report for the year ended December 31, 1969, and a narrative report by Betty Blayton Taylor, Executive Director of the Carnival. Mrs. Taylor's narrative provides information on the progress of the Carnival since her six months report of October 30, 1969.

Please note that the financial report provides a breakdown on initial, or "start-up" costs, prior to the Carnival's opening in March 1969, as well as figures for the first ten months of the Carnival's operation. We have organized the financial report in this manner so that our figures would closely parallel the format of your original breakdown of estimated expenses for the first year.

It is particularly satisfying to us, as I believe it will be to you, to be able to report that our costs have been held within our initial projected budget estimated at the time of our proposal to you in December, 1968.

After deducting $50,000 for projected initial expenses, operating costs for the first twelve months were estimated at $79,863. The Carnival's actual costs for the first ten months total $65,350. Therefore, the average monthly cost thus far is $6,535. Assuming this rate for the remaining two months of the Carnival's first year, the total cost of operations would be approximately $78,420. The difference of $1,443 will be absorbed by insurance costs, which are to be charged at the end of the Museum's fiscal year, June 30, 1970.

Although the "start-up" costs amounted to $3,722 more than originally estimated, Mrs. Taylor and Mr. D'Amico have managed their operating budget carefully and consistently held expenses down. This has been accomplished while expanding the Carnival's activities and

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program beyond the initial plans and serving a larger number of children in recent months than was originally anticipated.

I would like to call your attention to several aspects of Mrs. Taylor's report which we believe are of particular significance in relation to the over all progress and role of the Art Carnival. First, the Carnival is playing an important role as a pilot project. Educators and interested laymen from many parts of the country are visiting the Carnival to study the techniques of the staff, the entire concept of the Carnival, and its operation. It is evident that the Carnival and its staff are performing a vital role in helping to create similar programs in other cities and countries.

Second, the workshop for teachers and parents has been initiated and organized by Mrs. Taylor. She and her staff conduct the course entirely on their own time after classes are over for the day. One of the objectives originally was to provide a college level course to enable the Carnival's own staff of welfare mothers, who serve as aides, to qualify as certified teacher aides with special skills for other programs. This has been made available to a much larger group. Such a course would be unavailable otherwise to these individuals at this time.

Among other developments of interest is the Animated Film Workshop which is enabling these young children to realize a sense of accomplishment and involvement in a fairly sophisticated type of activity.

We hope that you are pleased to learn of these developments and will be glad to provide further information on any of these or other aspects of the Carnival you may wish.

Sincerely,

Charles T. Hesse

Charles T. Hesse
Director of Development

Enc.

cc: W. McNeil Lowry
Richard C. Sheldon

Victor D'Amico
Betty Blayton Taylor

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DEPT. OF EDUCATION - CHILDREN'S ART CARNIVAL - HARLEM
FUND RAISING

Children Carnival - Harlem

April 15, 1970

Mr. Stephen Benedict
Rockefeller Family Fund
49 West 49th Street
New York, New York 10020

Dear Steve,

It has been slightly over a year since The Children's Art Carnival opened its doors in Harlem. The impressive results and enthusiastic response of both the children and their parents is gratifying to all of us who have been working to make this project a success.

As you know, a minimum goal of $297,400 was projected to insure the operation of the Carnival for at least three years. In our last report (dated November 3, 1969), we stated that we had raised thus far a total of $262,039 in pledges and contributions. This figure includes your foundation's grant of $15,000 on March 12, 1969, as well as the possibility of two additional grants of $15,000 each in 1970 and 1971.

Since our last report, we have received several additional pledges and contributions, which gives us a new total of $293,139. We still need to raise $4,264 in order to reach the original minimum goal.

In accord with the terms of your initial grant, I am pleased to send you the following two reports on the Children's Art Carnival: a financial report for the year ended December 31, 1969, and a narrative report by Betty Blayton Taylor, Executive Director of the Carnival. Mrs. Taylor's narrative provides information on the progress of the Carnival since her six months report of October 30, 1969.

Please note that the financial report provides a breakdown on initial, or "start-up" costs, prior to the Carnival's opening in March 1969, as well as figures for the first ten months of the Carnival's operation. We have organized the financial report in this manner so that our figures would closely parallel the format of our original breakdown of estimated expenses for the first year.

It is particularly satisfying to us, as I believe it will be to you, to be able to report that our costs have been held within our initial projected budget estimated at the time of our proposal to you in February, 1969.

After deducting $50,000 for projected initial expenses, operating costs for the first twelve months were estimated at $79,863. The Carnival's actual costs for the first ten months total $65,350. Therefore,

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the average monthly cost thus far is $6,535. Assuming this rate for the remaining two months of the Carnival's first year, the total cost of operations would be approximately $78,420. The difference of $1,443 will be absorbed by insurance costs, which are to be charged at the end of the Museum's fiscal year, June 30, 1970.

Although the "start-up" costs amounted to $3,722 more than originally estimated, Mrs. Taylor and Mr. D'Amico have managed their operating budget carefully and consistently held expenses down. This has been accomplished while expanding the Carnival's activities and program beyond the initial plans and serving a larger number of children in recent months than was originally anticipated.

I would like to call your attention to several aspects of Mrs. Taylor's report which we believe are of particular significance in relation to the overall progress and role of the Art Carnival. First, the Carnival is playing an important role as a pilot project. Educators and interested laymen from many parts of the country are visiting the Carnival to study the techniques of the staff, the entire concept of the Carnival, and its operation. It is evident that the Carnival and its staff are performing a vital role in helping to create similar programs in other cities and countries.

Second, the workshop for teachers and parents has been initiated and organized by Mrs. Taylor. She and her staff conduct the course entirely on their own time after classes are over for the day. One of the objectives originally was to provide a college level course to enable the Carnival's own staff of welfare mothers, who serve as aides, to qualify as certified teacher aides with special skills for other programs. This has been made available to a much larger group. Such a course would be unavailable otherwise to these individuals at this time.

Among other developments of interest is the Animated Film Workshop which is enabling these young children to realize a sense of accomplishment and involvement in a fairly sophisticated type of activity.

Your generous contribution to the Carnival during this past year is greatly appreciated, and we are counting on your support again this year. Therefore, on behalf of our Committee on Fund Raising for the Carnival, I would like to ask the Rockefeller Family Fund for a second grant of $15,000 towards the operating costs of the Carnival. We will hope for a favorable decision.

Sincerely,

Charles T. Hesse
Director of Development

Enc.
cc: Mrs. John D. Rockefeller 3d
Betty Blayton Taylor

Liz Shaw

pc: D. Koch
Sarah Rubenstein
John Heghtower
Wilder Green
Rick Salomon

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New York State Council on the Arts

November 13, 1970

Children's Art Carnival
641 St. Nicholas Avenue
New York, New York 10031

Gentlemen:

At its recent meeting the Council considered your application for assistance for 1970-71 and although the Council was unable to meet the full amount of your request, I am pleased to inform you that a grant to your organization of $20,000 was approved in principle, subject to execution of a formal agreement and its approval by the New York State Comptroller. We have started to write your contract and hope to send it to you within two weeks.

We would appreciate having you withhold any announcements to the press about this grant until we contact you. Your cooperation in helping us plan the announcement will be appreciated.

Sincerely,

Donald Harper

Donald Harper
Director
Special Programs

DH/bfg

Nelson A. Rockefeller, *Governor*
Seymour H. Knox, *Chairman*
Henry Allen Moe, *Vice-Chairman*
Max L. Arons
Hy Faine
Thomas P. F. Hoving
William R. Hudgins
Louis Clark Jones
Eric Larrabee
Mrs. David Levene
Arthur Levitt, Jr.
Alwin Nikolais
Frederick W. Richmond
Mrs. Richard Rodgers
Aline Saarinen
Frank Stanton

John B. Hightower, Executive Director, 250 West 57th Street, New York, N.Y. 10019 (212) JUdson 6-2040

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YOUR PROGRAM AND THE NEW YORK STATE COUNCIL ON THE ARTS

Your organization is one of many receiving funds from the New York State Council on the Arts. These funds have been made available by the New York State Legislature, which in appropriating them has acknowledged the importance of arts programs in communities throughout the State. The possibility of future funds depends largely on the continued support of the arts constituency.

Following are suggestions we feel would help to make the citizens of your community more aware of the role the New York State government plays in the arts.

CREDITS

Mention of Council support should be included in all advertisements, press releases, publicity material, and program notes. Since Council sponsorship does not constitute endorsement of a program, the following wording should be used: "This program (exhibition) is made possible with the support of the New York State Council on the Arts." Indirect services aided by the Council such as technical assistance and Council staff assistance should also be publicized.

PUBLIC RELATIONS

Local State legislators and Council members welcome a chance to participate in programs to which they have contributed. It is an appropriate courtesy to invite them to presentations, exhibitions, receptions and rehearsals, and to award honorary memberships in your organization. Please place them on your mailing list and acquaint them with your organization and its activities, and with the assistance you have received from the New York State Council on the Arts.

PUBLICITY

Obtain and use as much publicity material and information as you can. (Press books, pictures, posters.) Send press releases to your local Chamber of Commerce and local organizations with large memberships, as well as to local newspapers, radio and television stations. (Samples of opening sentences for press releases are attached.) Try to arrange for local media representatives to do interviews and special interest stories. Invite them to the performance or exhibit opening. Bear in mind that local radio stations will often give you free "spot" announcements since they are required to do Public Service broadcasting. You may be asked to submit all details concerning the event--who, what, why, when and where--or to supply a 30 second or 60 second prepared announcement.

ASSISTANCE

Please get in touch with the Council's Office of Public Information if you would like:

1. The names and addresses of your local state legislators and/or those of Council members living in your vicinity.

2. A publicity handbook published by the Sperry and Hutchinson Company.

3. Assistance or advice concerning specific public relations, press or publicity problems.

Please place the Council's Office of Public Information on your permanent mailing list to receive schedules of events. The Council would like to know where and when your events are taking place in order to arrange visits and possible photographic or media coverage which would help us to document and demonstrate the effectiveness of your program.

We realize the amount of work involved in these requests, but we can only emphasize that public support of arts activities requires public knowledge of them.

****

Office of Public Information
New York State Council on the Arts
250 West 57 Street, New York 10019
(212) 586-2040

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OPENING SENTENCES FOR PRESS RELEASES

Announcements of Council grants to Organizations:

_____ of _____
(Name of Organization's Representative) (Name of Organization)

announced _____ a grant of _____ from
(When) (Dollar Amount)

the New York State Council on the Arts for _____.
(Purpose of Funds)

(In next paragraph give details of purpose of grant and highlights of history of organization. Perhaps you may wish to use a quote from a prominent member of the organization relating to the grant or to mention any previous Council funding. As the closing paragraph, please use the following: "The New York State Council on the Arts is a State agency whose funds are appropriated by the New York State Legislature.")

****

Announcements of Performances, Films or Readings:

_____ will present _____
(Name of Organization) (Attraction or Artist)

on _____ at _____ .
(Day, Date, Time) (Location)

This event is partially funded by the New York State Council on the Arts.

(In next paragraph give ticket prices, box office times and locations and further details regarding program if available. Include any previous Council funding and as the closing paragraph, please use the following: "The New York State Council on the Arts is a State agency whose funds are appropriated by the New York State Legislature.)

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Announcements of Exhibitions:

_____, a traveling exhibition sponsored by the
(Title of Exhibition)

New York State Council on the Arts, will be shown at

_____ from _____ to _____.
(Location) (Opening to closing dates)

(In next paragraph give any details available about the exhibition and mention any previous Council-sponsored exhibitions. Please also give opening and closing hours and as last paragraph, use the following: "The New York State Council on the Arts is a State agency whose funds are appropriated by the New York State Legislature.")

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New York State Council on the Arts

November 10, 1970

Mrs. Betty Blayton Taylor
Executive Director
The Children's Art Carnival
641 Saint Nicholas Avenue
New York, NY 10031

Dear Mrs. Taylor:

At its recent meeting the Council considered your application for assistance for 1970-71 and although the Council was unable to meet the full amount of your request, I am pleased to inform you that a grant to your organization from the Film Department of $3,361.00 for your filmmaking workshop and photographic record was approved in principle, subject to execution of a formal agreement and its approval by the New York State Comptroller. We have started to write your contract and hope to send it to you within the next six weeks.

We would appreciate having you withhold any announcements to the press about this grant until we contact you. Your cooperation in helping us plan the announcement will be appreciated.

Very truly yours,

Peter Bradley
Director
Film-TV/Media Program

PB:mb
encl.

Nelson A. Rockefeller, *Governor*
Seymour H. Knox, *Chairman*
Henry Allen Moe, *Vice-Chairman*
Max L. Arons
Hy Faine
Thomas P. F. Hoving
William R. Hudgins
Louis Clark Jones
Eric Larrabee
Mrs. David Levene
Arthur Levitt, Jr.
Alwin Nikolais
Frederick W. Richmond
Mrs. Richard Rodgers
Aline Saarinen
Frank Stanton

John B. Hightower, Executive Director, 250 West 57th Street, New York, N.Y. 10019 (212) JUdson 6-2040

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New York State Council on the Arts

TO: GRANT RECIPIENTS

FROM: ELLEN THURSTON, OFFICE OF PUBLIC INFORMATION

DATE: November 30, 1970

Enclosed is a release from Governor Nelson A. Rockefeller's office announcing your grant from the Council on the Arts.

In previous communications you were asked to withhold announcement of your grant. This is to tell you that you are now free to make the announcement in as much detail as you see fit.

Since Council funds are used specifically for programs which serve the public, we suggest that any release might include the following: information on specific services and programs to be performed under the grant, (if you have any doubt about which programs are being funded please contact the Council) number of people you expect to serve, and further information about your organization itself. Relevant quotes from Governor Rockefeller's remarks may also be used. It would also be appropriate -- so that local support doesn't wane because of State support -- to spell out your financial needs. In most cases, State funds allow organizations to start projects, but do not cover the entire cost.

We are also enclosing a note on press and public relations ideas. If you would like our help in any of this, please let us know.

Nelson A. Rockefeller, *Governor*
Seymour H. Knox, *Chairman*
Henry Allen Moe, *Vice-Chairman*
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STATE OF NEW YORK
EXECUTIVE CHAMBER
NELSON A. ROCKEFELLER, GOVERNOR

Ronald Maiorana, Press Secretary
518-474-8418 (Albany); 212-JU 2-7030 (NYC)

FOR RELEASE:
SUNDAY
NOVEMBER 29, 1970

Governor Rockefeller today announced that new grants totaling $2,669,752 have been awarded to 172 arts organizations throughout the State by the State Council on the Arts.

The new grants bring to a total of $15,552,112 the amount awarded to 536 cultural institutions under a program adopted at the Governor's request by the 1970 Legislature. Previously, grants totaling $12,882,360 had been awarded to 364 organizations.

The funds come from an $18,000,000 appropriation which the Legislature approved to provide emergency aid to cultural institutions faced with bankruptcy.

Governor Rockefeller said that about 850 organizations had requested a total of $65,000,000 under the program. The applications are being evaluated by the Council, and 70 per cent of the groups requesting funds have now received grants. Additional grants will be announced later, he said.

"The disappearance of dozens of our most valued artistic institutions has been averted by this emergency program of aid," the Governor said.

* * *

(EDITORS: A list of today's grants is attached.)

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List of organizations receiving funds from New York State Council on the Arts

ORGANIZATION	PURPOSE	AMOUNT
The Carnegie Hall Corp.	Reduced tickets for students; recital hall series	23,000
Children's Art Carnival	Continue children's film workshop and related activities; children's art carnival free art workshops	23,361
Columbia University School of the Arts	Professional development; Spanish play by the community	12,320
Community Film Workshop Council	Free workshops in professional film and video techniques in Buffalo & N.Y.C.	30,000
Concert Artists Guild, Inc.	To be matched-Experimental presentations by Interaction; administration	14,500
Cosmospolitan Young Peoples Orchestra	Artists' cost administration; student scholarships	10,000
Fine Arts Workshop, Inc.	Professional instruction	3,000
Dance Channel-Visual Services	Experimental videotape productions on dance	10,400
Dance Notation Bureau	Continuing development of a comprehensive library of dances	25,000
Dance Uptown	Series of dance concerts	10,000
Ellen Klein Dance Company	Performances	1,000
Eugene O'Neill Memorial Theatre Center	Winter program conducted in N.Y. for playwrights	8,500
Fifth Avenue Presbyterian Church	New York Camerata and the Octet of the Symphony of the New World performances	500
Foundation for the Vital Arts (Eleo Pomare)	$10,000 to be matched-administration; performances; professional dance workshops	25,000
Goddard-Riverside Community Center	$2,500 to be matched-youth theatre workshops; photography workshop project	7,500
Greenwich Mews Spanish Theater	Two bi-lingual productions (Spanish-English)	15,000
Helen Mc Gehee Dance Education Theatre Fund	Concert-lecture performances in colleges	1,000

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YOUR PROGRAM AND THE NEW YORK STATE COUNCIL ON THE ARTS

Your organization is one of many receiving funds from the New York State Council on the Arts. These funds have been made available by the New York State Legislature, which in appropriating them has acknowledged the importance of arts programs in communities throughout the State. The possibility of future funds depends largely on the continued support of the arts constituency.

Following are suggestions we feel would help to make the citizens of your community more aware of the role the New York State government plays in the arts.

CREDITS

Mention of Council support should be included in all advertisements, press releases, publicity material, and program notes. Since Council sponsorship does not constitute endorsement of a program, the following wording should be used: "This program (exhibition) is made possible with the support of the New York State Council on the Arts." Indirect services aided by the Council such as technical assistance and Council staff assistance should also be publicized.

PUBLIC RELATIONS

Local State legislators and Council members welcome a chance to participate in programs to which they have contributed. It is an appropriate courtesy to invite them to presentations, exhibitions, receptions and rehearsals, and to award honorary memberships in your organziation. Please place them on your mailing list and acquaint them with your organization and its activities, and with the assistance you have received from the New York State Council on the Arts.

PUBLICITY

Obtain and use as much publicity material and information as you can. (Press books, pictures, posters.) Send press releases to your local Chamber of Commerce and local organziations with large memberships, as well as to local newspapers, radio and television stations. (Samples of opening sentences for press releases are attached.) Try to arrange for local media representatives to do interviews and special interest stories. Invite them to the performance or exhibit opening. Bear in mind that local radio stations will often give you free "spot" announcements since they are required to do Public Service broadcasting. You may be asked to submit all details concerning the event--who, what, why, when and where--or to supply a 30 second or 60 second prepared announcement.

ASSISTANCE

Please get in touch with the Council's Office of Public Information if you would like:

1. The names and addresses of your local state legislators and/or those of Council members living in your vicinity.

2. A publicity handbook published by the Sperry and Hutchinson Company.

3. Assistance or advice concerning specific public relations, press or publicity problems.

Please place the Council's Office of Public Information on your permanent mailing list to receive schedules of events. The Council would like to know where and when your events are taking place in order to arrange visits and possible photographic or media coverage which would help us to document and demonstrate the effectiveness of your program.

We realize the amount of work involved in these requests, but we can only emphasize that public support of arts activities requires public knowledge of them.

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Office of Public Information, New York State Council on the Arts
250 West 57th Street, New York, New York 10019 (212) 586-2040

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OPENING SENTENCES FOR PRESS RELEASES

Announcements of Council grants to Organizations:

_____ of _____
(Name of Organization's Representative) (Name of Organization)

announced _____ a grant of _____ from
(When) (Dollar Amount)

the New York State Council on the Arts for _____.
(Purpose of Funds)

(In next paragraph give details of purpose of grant and highlights of history of organization. Perhaps you may wish to use a quote from a prominent member of the organization relating to the grant or to mention any previous Council funding. As the closing paragraph, please use the following: "The New York State Council on the Arts is a State agency whose funds are appropriated by the New York State Legislature.")

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Announcements of Performances, Films or Readings:

_____ will present _____
(Name of Organization) (Attraction or Artist)

on _____ at _____.
(Day, Date, Time) (Location)

This event is partially funded by the New York State Council on the Arts.

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