

The Legacy Institute for Nature & Culture (LINC)'s mission is to celebrate and protect Florida's natural and cultural heritage through art. In addition to its own programming, LINC fosters like-minded works via a network of partners to reach a broader audience and collectively inspire conservation action.

As a part of LINC's Fiscal Agency Program, selected projects may utilize LINC's non-profit status in their fundraising efforts. LINC will accept project applicants based on the following guidelines.

LINC is interested primarily in work that is educational and informational in nature, and that involve **visual arts**, photography, film, journalism, and/or storytelling or other artistic forms to focus public attention on one or more important conservation issues in Florida. All project proposals must further the mission of LINC.

LINC will accept project proposals quarterly, with deadlines of March 1, June 1, September 1, and December 1. Application materials must be submitted via e-mail only. Applications received after the deadline will be considered in the next quarter. LINC will announce recipients approximately one month following each application deadline. Our standard project term length is two years. All applicants will be notified of the decisions of the LINC Selection Committee.

For selected projects of conservation artists and communicators, LINC will serve as a Fiscal Agent by extending its non-profit status. This program is designed to assist people who have a project in mind and can benefit from LINC's non-profit status to fundraise for their project. As a 501(c)3 non-profit organization, LINC is eligible to receive tax-deductible contributions, and can serve as a pass-through agent for qualified projects in return for a five percent administration fee. In this way, LINC provides a fundraising structure to selected projects and completes certain administrative tasks. Along with the fiscal relationship, LINC also offers other services. Once under the umbrella of LINC's community of artists and professional communicators, LINC provides mentorship, website and newsletter publicity, help with PR and marketing efforts, and more depending upon individual needs. If the applicant is interested in additional grant writing and communication services may also be available to the applicant for an additional competitive fee.

SUBMISSION TIPS

Projects Should...

- ascribe to LINC's Mission, Core Values, and Ethical Standards (see LINC.us/ethics).
- explain the educational component of their project in terms of connecting people to Florida's nature and culture.
- be innovative; providing a new way to view existing conservation issues.
- be fair and balanced in portraying conservation issues, working in a non-partisan way to advance a science-based agenda.
- demonstrate highly professional writing and communications skills, along with high quality conservation photography or fine art.
- have a well-conceived strategy for engaging the general public and other target audiences with the focal issue. Mainstream and social media should be part of the outreach vision.

- be produced in collaboration with one or more research or conservation organizations working within area of your project's focus. This synergy is essential to help inform the vision of the art and empower conservationists who will be advancing the cause during and after your project's completion.
- have an achievable scope and cost scheduled within a two-year timeline.
- include a thorough budget.
- include a list of private foundations, government agencies, private individuals and/or business that may be interested in financially contributing to your project, to demonstrate likelihood of support.

Projects Should Not...

- seek direct funding from LINC.
- be a means to acquire new equipment.
- have connections with another 501(c)3 organizations that would be a more appropriate fiscal agent.
- have as the principal purpose assisting in or creating a separate "for profit" business.
- directly fund or conduct research or science, but should instead interpret and communicate sound science.

APPLICATION PROCESS

Only electronic applications will be accepted with documents attached in PDF, Microsoft Word, or Microsoft Excel format. Applications should include the following information. Incomplete submissions will not be considered.

The Project Narrative – One document with the following subsections clearly labeled:

- Brief **Letter** (3 pages or less) describing the proposed project and your previous work
- Your **Resume** including physical address, phone number, and email.
- Detailed **Project Schedule**
- **Outreach Strategy** including mainstream and social media
- One or more **conservation organizations** doing work related to your project
- Proposed **Budget**
- A list of sources you plan to approach for **Funding**
- Three **References** with complete contact information

Copies of your Recent Work – Requirements vary by proposed media:

- 20 images of recent photography work. Images must be between 800 and 3,000 pixels and must be in jpeg format. Images must include complete captions and be named/numbered (lastname-firstname-01.jpg, lastname-firstname-02.jpg, *and so on*)
- 5 images of other art work
- Previous film or documentary film work
- 3 writing samples similar or demonstrative of the proposal
- Photography and Art must include a **Description in the metadata** (in IPTC, Description is stored as Caption,) and should have your copyright attached to the file

A Submission fee of \$25 is required that should be mailed by check or money order payable to LINC and mailed to LINC, Post Office Box 1802, Tampa, FL 33601.

Please address all submissions to:
Peg McPherson, Executive Director
peg@linc.us 954.593.9383

Note: Regrettably, we are unable to review projects outside of our application process.

If you have concerns about whether your project falls within our mission or about the application process, we are happy to answer any questions by e-mail or phone at the above contact.

LEGAL CONSIDERATIONS

LINC's 501(c)3 sponsorship provides a tax status that can be used to approach U.S. companies, foundations, and private individuals for tax-deductible donations. Ordinarily, this tax status will not be useful in seeking funding from sources outside the United States.

The applicant is responsible for developing and submitting funding requests for the project. All grant or foundation proposals are subject to LINC's approval, and must clearly list LINC as the project's fiscal agent and recipient of funds. LINC will administer the funds and, after deducting the 5% administration fee, distribute those funds to the project monthly as needed.

Selected projects will be asked to enter into a contract with LINC, which will specify quarterly progress reports. The project manager will also be required to share the work in at least one public exhibition and/or lecture each year of the project, in order to further LINC's mission.

Because LINC wishes to maintain a diverse project portfolio, not all worthy projects can be accepted.