
FORD'S THEATER HUMAN TRAFFICKING AWARENESS EVENT

Grant Proposal

Abstract

Ford's Theater's mission has always been to carry on the legacy of President Abraham Lincoln's fight against slavery. The 16th President of the United States remains one of the significant supporters of equality in all human beings and the right of every man, woman, and child to a life of dignity. Although Ford's Theater supports many social and educational platforms, the subject of human trafficking has not yet been addressed. Ford's Theater aims to address the still present slavery in the United States and partner with local anti-human trafficking organizations in Washington D.C. to address, confront, and thwart the evil of human trafficking.

Ford's Theater commits to holding a yearly event in the historical walls that once inspired the most prominent American President of all time. The objectives of the event are: **1)** Raise \$25,000 for Washington D.C. anti-human trafficking organizations, **2)** Partner with local anti-human trafficking organizations to promote their programs and research, and **3)** Showcase anti-human trafficking statistics during the event, ongoing on Ford's Theater website and social media, and on marketing materials to sponsor awareness.

This year's inaugural event will feature a preview of the award-winning anti-human trafficking film *I Am Jane Doe*, offering an inside look at the horrors of human trafficking in the United States. Following the preview, three guest speakers from local anti-human trafficking organizations will speak on their experience of surviving human trafficking or rescuing human trafficking victims in Washington. D.C. The event will also feature booths with information on local anti-human trafficking organizations and ways to donate and help those struggling to find their way back to a healthy life after slavery.

In addition to the collaboration with local anti-human trafficking organizations, two local restaurants, and one local bar will donate their time and talents to host the food and drink offerings for the evening. When asked if these establishments would be willing to donate their time, they responded energetically and willing. Extending their services allows Ford's Theater to promote their business and further encourages the concept that combating human trafficking will take collaboration and commitment from the community.

The anti-human trafficking event is well underway to be a successful and impactful evening. Ultimately the awarding of this grant would allow Ford's Theater to use its name, time, and resources to promote small anti-human trafficking organizations, as well as inspire long-term change in anti-human trafficking efforts. Comprehensive evaluation and sustainability methods are in place to document the success and impact of the event, and it is Ford's Theater's mission to create a legacy as being a passionate adversary to human trafficking in the United States.

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Organization Description and History

Ford's Theater is recognized as the assassination site of one of the most significant pillars of anti-slavery in United States history. For nearly 100 years, the Theater remained closed to the public before opening in 1968 as a historical site and active performance auditorium. Today, Ford's Theater is more than it ever was before and strives to advocate for ongoing education, bettering the community, and fighting against social injustice.

Ford's Theater offers an array of educational tools in the community. Virtual programs are free and accessible on the main website and range from virtual play readings to virtual field trips. In addition, teacher resources are abundant, including student matinees, teacher workshops, professional development programs, distance learning resources, lesson plans, and a student oratory program teaching public speaking skills, allowing students to give a speech on the famous Ford's Theater stage.

FORD'S
THEATRE

2020
IMPACT

EDUCATION

Education at Ford's Theatre

Cultivating the next generation of leaders by developing student voices, infusing the arts into classrooms and strengthening the teaching of history and civic understanding across the country.

This year, as the country found itself in the midst of the COVID-19 pandemic, the Ford's Theatre education team was faced with the challenge of re-imagining all in-person programs as virtual, developing new virtual resources, and finding new and expanded ways to answer the needs of the public and the education community. With almost 10 years' experience providing innovative distance-learning experiences, we were able to serve almost twice as many users as we would have in a typical school year.

On-site Learning*

*This year, students visited the Ford's Theatre campus September 1, 2018, through March 13, 2020, after which the site was closed due to the COVID-19 pandemic, including the entirety of the spring school visit season.

- 60,600** students visited Ford's Theatre for a historic site or theatre experience.
- 2,718** local students received free, staff-guided field trips to the Ford's Theatre Museum and historic site.
- 3,239** local students were provided with 94 free buses to transport them to field trips and matinee performances.
- 1,355** students attended free matinee performances of our theatrical productions.
- 409** students performed speeches by Abraham Lincoln on the historic Ford's Theatre stage as participants in the annual Lincoln Oratory Festival, following residencies with Ford's Theatre Teaching Artists.




Photo by Gary Eskine

Teacher Feedback




Photo by Gary Eskine

“My students have taken so much from the Lincoln Oratory Festival and carried it to other parts of their lives. Not only did they learn about history, but they all became more confident and effective speakers too. The biggest change I noticed was, after working with our teaching artist and presenting at the festival, their confidence in school and their ability to collaborate sky rocketed!”
- Lincoln Oratory Festival Teacher


“Thank you for a fantastic week steeped in academia. It was a great experience to learn from so many gifted presenters. Ford's has achieved expert level in virtual learning experiences!”
- Virtual Summer Teacher Institute Participant 2020

Professional Development for Teachers

Ford's Theatre Society worked with teachers in **48** states and the District of Columbia.

39 teacher leaders in **18** states and the District of Columbia were part of the National Oratory Fellows program. Collectively, they provided oratory-integrated instruction for **2,995** students.

69 educators from across the country participated in our Virtual Summer Teacher Institutes. The two week-long experiences supplied them with the understanding and resources to teach about Abraham Lincoln's leadership, legacy and the Civil War. These educators shared their learning with more than **3,450** students last year.



National Oratory Fellows planning their year with their Teaching Artists. Photo by Delicia Harrington.

The history and efforts of Ford's Theater have not gone unnoticed. Ford's Theater is fortunate to partner with several corporate collaborators, including Chevron, General Dynamics, Ford Motor Company, The Home Depot, United Airlines, and many more. Ford's Theater also receives support from private organizations and philanthropic efforts and continuously receives a 4-star rating from Charity Navigator marked as a can "Give with Confidence" organization.

Background

Nearly 21 million people are victims of human trafficking worldwide, bringing in roughly 150 billion dollars for traffickers. Although there has been increasing public knowledge regarding human trafficking with some high-profile arrests, the general population is unaware of its magnitude. With the Ford's Theater event, Washington D.C. will continue what President Abraham Lincoln worked to abolish hundreds of years ago, and unfortunately, it is still happening today.



Figure 1- Infographic by Human Rights First

Precise numbers are impossible to track due to the secretive nature of human trafficking. However, according to a recent report from Neal David Law Firm, Washington D.C. ranks as the country's highest-ranked city of human trafficking. Often human trafficking is thought of as a crime that happens internationally in impoverished communities. The sad reality is there are approximately 5.4 victims of trafficking for every 1,000 people, with 1 in 4 of those victims being children.

Not only does human trafficking affect individuals, but it undermines the security and structure of the community. The more the public can recognize and prevent human trafficking, the less likely traffickers will remain in the targeted area. Human trafficking cripples a community, and without efforts to prevent and stop it, trafficking statistics will inevitably rise.

Project Description

The Ford's Theater anti-human trafficking inaugural event will feature a preview of the award-winning anti-human trafficking film *I Am Jane Doe*, offering an inside look at the horrors of human trafficking in the United States. Following the preview, three guest speakers from local anti-human trafficking organizations will speak on their experience of surviving human trafficking or rescuing human trafficking victims in Washington, D.C. The event will also feature booths with information on local anti-human trafficking organizations and ways to donate and help those struggling to find their way back to a healthy life after slavery. A silent raffle will also be conducted during the entirety of the event with goods and services donated from local organizations.



In addition to the collaboration with local anti-human trafficking organizations, two local restaurants, and one local bar will donate their time and talents to host the food and drink offerings for the evening. Extending their services allows Ford's Theater to promote their business and further encourages the concept that combating human trafficking will take collaboration and commitment from the community.

The Ford's Theater Director of Events and five Administrators will designate approximately 10% of their time managing the anti-human trafficking event. This includes planning, marketing, vendor management, speaker management, partnerships, fundraising, and any other aspects relating to the event. In addition, hired personnel for the duration of the event to ensure expertise and organization will include three audiovisual technicians, four security persons, and ten catering servers.

Ford's Theater commits to holding a yearly event in the historical walls that once inspired the most prominent American President of all time. The objectives of the event are: 1) Raise \$25,000 for Washington D.C. anti-human trafficking organizations, 2) Partner with local anti-human trafficking organizations to promote their programs and research, and 3) Showcase anti-human trafficking statistics during the event, Ford's Theater website, social media, and marketing materials to sponsor awareness.

Planning Timeline

- Secure partnerships with local anti-human trafficking organizations.
- Secure local restaurants, caterers, and bartenders to run the event.
- Secure all vendors and external personal for the event.
- Schedule ongoing meetings with anti-human trafficking organizations and Ford's Theater fundraising and events staff regularly to plan the event, cover logistical concerns, and plan marketing materials.
- Begin cataloging all Ford's Theater's event assets as to not incur more funds renting items.
- Start reaching out to local businesses to donate items and services to the event raffle.
- Send information to Ford's Theater membership to request donations for the partnering anti-human trafficking organizations. They will receive a set number of tickets to the event based on their donation amount.
- Begin sending invitations to local corporations, non-profits, and universities to promote events and free ticket offers.
- Start planning marketing collateral and social media for the event.
- Hire trained professionals in recognizing human trafficking to schedule ongoing training sessions for all Ford's Theater staff.
- Start a timeline of how many hours of employee's time are being put towards the event (preparations and day-of-event).
- Begin assembling evaluation and sustainability internal team to monitor the event's success.

Evaluation

Ford's Theater will utilize trained internal staff members to evaluate the ongoing success of the project. The evaluation will be divided into three categories: **1)** measurable objectives, **2)** outreach, and **3)** focus groups.

The documentation of measurable objectives will provide tangible evidence of the impact of the Ford's Theater anti-human trafficking event. Measurable objectives will include money raised for anti-human trafficking organizations, the number of likes and comments on social media posts, and local organization's donations of goods and time. This numerical evaluation will be monitored closely and compiled into a yearly report for all records and stakeholders.

The second evaluation category will be an outreach to the public. Prior knowledge will be calculated by a survey given to all event attendees and ongoing social media polls. Measuring the previous knowledge of human trafficking in contrast to after the event will determine if the program was ultimately successful.

The third evaluation category will be quarterly-held internal focus groups where areas that need improvement can be gathered and addressed to ensure Ford's Theater's anti-human trafficking efforts thrive. In conjunction with internal focus groups, quarterly newsletters will go to all members and partnering corporations to determine success and gather opinions on improvement from the public.

Sustainability

Ford's Theater is committed to ongoing support and advocacy for anti-human trafficking efforts in the United States. The partnering organizations, members, and the public must know this event is not an isolated occurrence, but something Ford's Theater aspires to uphold to make a long-term difference in the community. Ford's Theater commits to the following anti-human trafficking sustainability efforts:

- Continue an annual anti-human trafficking fundraising event
- Partner with new community groups and partners each year to promote collaboration and anti-human trafficking awareness.
- Continue to publicize partners organizations on the Ford's Theater website and social media that donated their time and goods to the annual event.
- Remain active in sharing anti-human trafficking statistics on Ford's Theater social media and platforms.
- Continue donating tickets, event space, and other channels to local anti-human trafficking efforts.
- Continue training all new staff on recognizing and stopping human trafficking.

Budget

	Cash Required	In-Kind	Fringe (21%)	Total In-Kind
Personnel				
Director of Events – 10% of full-time employment at \$120,000/year		\$12,000	\$2,520	\$14,520
Event Administrators – 10% of full-time employment (5 people) at an average of \$50,000/year		\$25,000	\$5,250	\$30,250
AV Staff – 5% of full-time employment (3 people) at an average of \$80,000/year		\$12,000	\$2,520	\$14,520
Hired AV Event Staff – 3 technicians at \$75/hour for 5 hours	\$1,125			
Event Security – 4 hired security personnel for event for 5 hours at \$100/hour	\$2,000			
Catering setup/servers/cleanup Staff – 10 personnel for 5 hours at \$30/hour	\$1,500			
Marketing				
Posters – 6 at \$30/each Invitations – 300 at \$1.00/each Programs – 150 at \$5.00/each Step and Repeats – 2 at \$250/each	\$1,730			
Postage – 300 at \$.55/each	\$165			
Name badges with magnet and plastic sleeve – 150 at \$1/each	\$150			
Office Supplies	\$300			

Supplies				
High Top Tables – 15 tables at \$20/each	\$300			
Flowers/Décor – 8 medium size displays at \$100/each; electric candles and misc. décor at \$500	\$1,300			
Catering				
Food Costs – 4 passed appetizers at \$3/per piece for 125; 2 buffet entrees and 4 buffet sides for \$25/125; 2 buffet desserts for \$8/125	\$5,925			
Beverage Costs – open bar at \$28/per person (125)	\$3,500			
Linens (Napkins and Tablecloths) – 25 tables coverings \$7/piece; napkins \$3/per piece at 150	\$625			
Cutlery/Plates/Glasses - \$12/per person (150)	\$1,800			
Serving Utensils, Trays, Platters, Warmers – 8 warmers, and serving items for 125 people	\$500			
Travel				
Guest Speaker Air Transportation - \$600 roundtrip flights for 2 speakers	\$1,200			
Guest Speaker Hotel Accommodations for 1 night - \$500/night for 2 speakers	\$1,000			

Guest Speaker Ground Transportation Cost (Uber black car) – 3 people at \$100 roundtrip	\$300			
Catering/Bartending Staff Ground Transportation Cost (Uber regular car) – 18 people at \$50 roundtrip	\$900			
Total Cash Required	\$24,320			
Total In-Kind	\$59,290			

Budget Narrative

1. Personnel

The Ford's Theater Director of Events and five Administrators will designate approximately 10% of their time managing the anti-human trafficking event. This includes planning, marketing, vendor management, speaker management, partnerships, fundraising, and any other aspects relating to the event. The total in-kind cost will be 10% of their yearly salary, including 21% fringe benefits.

Hired personnel for the duration of the event from setup to breakdown (5 hours) will include three audiovisual technicians, four security persons, and ten catering servers. Ford's Theater cannot provide these services and will need to hire outside vendors. Ford's Theater has partnered with local restaurants and bars who have offered their culinary and bartending skills at no cost.

2. Marketing

Marketing materials are essential for event promotion before, during, and after the event. Ford's Theater does not have onsite large-scale printing and manufacturing abilities and will need to outsource production. Six large promotional posters, 300 invitations, 150 programs (anticipated attendees plus extra), 150 name badges with plastic sleeves and magnets (anticipated attendees plus extra), two large step-and-repeats, and postage for all 300 invitations will be purchased from vendors. Added to this budget section is \$300 for office supplies needed to assemble and configure the marketing materials.

3. Supplies

To host this large-scale event, Ford's Theater will need to rent high-top tables for cocktail hour and networking. Fifteen high-top tables will be rented from outside vendors and Ford's Theater will supply any other table or structures for registration or promotional materials. Decoration to

transform Ford's Theater into an event space specifically for the cause requires outsourcing floral arrangements and decoration. In addition, eight medium floral centerpieces and displays and miscellaneous candles, and added décor will enhance the event, encouraging more fundraising for local anti-human trafficking organizations.

4. Catering

As mentioned earlier, Ford's Theater has partnered with local restaurants and bars who have offered their culinary and bartending skills at no cost. However, the local restaurants and bars will not cover the costs of food, beverages, linens, place settings, serving items, or warmers. Therefore, the budget reflects needed costs for food, beverage, and service items for an anticipated 125 attendees.

5. Travel

The event will feature two guest speakers from outside the Washington D.C. area and one speaker in the Washington, D.C area. Funding is requested for roundtrip air transportation for two speakers at \$600 each, hotel accommodations for one night for two speakers at \$500 each, and ground car transportation round trip for all three speakers at \$100 each. In addition, each culinary or catering staff member will also receive roundtrip ground car service for \$50 each.