



ARTSFAIRFAX

FY20 Project Support Grant Workshop

13 March 2019

Agenda

- Introduction, Mission, Goals
- Eligibility
- Grant Restrictions and Requirements
- Funding Categories
- Review Process
- Evaluation Criteria
- Terms and Conditions of a Grant
- Required Documents, Required Tables, Work Samples & Supplemental Materials
- Appeals Process
- Grant Writing Tips
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- Applying Online – live demo

Introduction

ARTSFAIRFAX creates and nurtures an environment in which the arts and artists can flourish, and is designated as Fairfax County's local arts agency. Through partnerships with schools, individual artists, arts organizations, and other cultural and community groups, **ARTSFAIRFAX** promotes and encourages excellence in the arts by initiating and supporting programs, activities, and policies that inspire, nurture, and reflect the cultural diversity of Fairfax County.

ARTSFAIRFAX Grant Programs

- **ARTSFAIRFAX** distributes more than \$500,000 annually in the county funds through competitive grants to arts organizations and artists of all disciplines
- There are currently 5 grant programs:
 - Project Support Grant
 - Operating Support Grant
 - Organizational and Professional Development Grant
 - Artist Grant
 - Fast Track Grant
- Eligible organizations may apply for all 4 organizational grant opportunities.

Purpose

Project Support Grant Program grants are non-recurring grants that fund programs and activities that engage new audiences in the arts and contribute to the vibrancy and quality of life in Fairfax County.

These grants encourage wide participation in the arts through diverse cultural programming available to all residents of Fairfax County.

Goals

Through the Project Support Grant Program, **ARTSFAIRFAX** seeks:

- To provide support for established arts organizations and the development of new organizations;
- To encourage wide participation in the arts through diverse cultural programming available to all residents of Fairfax County;
- To promote opportunities for individual artists and arts organizations of all disciplines to create, present, and celebrate their artistic endeavors;
- To be a catalyst for increased private sector support for arts organizations through leveraged public funding.

Eligibility

All applicants must meet the following criteria to apply to the Project Support Grant Program. Staff reviews all grant applications for eligibility prior to the review process.

1. An organization is eligible to apply to the *Project Support Grant Program* if:

- It has as a core mission the creation, exhibition, presentation, production, or performance of and/or education in an arts discipline.
- It has regular activity in a minimum of four different months in the year or 120 days of the year.

Eligibility cont'd

2. An organization must:

- Be in compliance with all local, state, and federal laws; and
- Hold current or pending status under IRS code 501(c)(3); or
- Operate as a specifically defined arts division, or have its own arts program identity, within a larger nonprofit 501(c)(3) organization.

Eligibility cont'd

3. The organization or the division/program that is applying must have an address of record within the geographical boundaries of Fairfax County, the City of Fairfax, or the City of Falls Church and satisfy TWO of the following four criteria:

- Present at least 51% of public artistic activities within the geographical boundaries of Fairfax County, the City of Fairfax, or the City of Falls Church.
- Meet, rehearse, exhibit, and operate within the geographical boundary of Fairfax County, the City of Fairfax, or the City of Falls Church.
- Have 51% of board of directors' members work or reside in Fairfax County, the City of Fairfax, or the City of Falls Church.
- Verify that 51% of attendees at performances, exhibits, events, and activities reside in Fairfax County, the City of Fairfax, or the City of Falls Church evidenced through acceptable statistical data including but not limited to: ticket analysis, subscription data, box office surveys, and audience surveys.

Eligibility cont'd

4. The applicant must have submitted all required final reports for any grant(s) received from **ARTSFAIRFAX** during the previous fiscal year.
5. An organization must have independently prepared financial statements such as an audit or a treasurer's report (audit required for organizations with expenses of \$600,000 and above).
6. Organizations that receive line item funding from Fairfax County, George Mason University programs and divisions, and non-profit organizations and foundations that support county programs are only eligible to apply for Project Support grants, not Operating Support, Organizational and Professional Development, or Fast Track grants.
7. Non-profit organizations and foundations that support county government programs and agencies and schools or departments of George Mason University are eligible provided that the service area is county-wide.

Grant Restrictions

All Project Support grants must:

- Support activities, programs, or projects occurring within Fairfax County, the City of Fairfax, or the City of Falls Church;
- Have qualified artistic or scholarly, administrative, and management leadership (either professional or volunteer) capable of completing any grant-supported activities, programs, or projects;
- Occur within the dates of July 1, 2019 and June 30, 2020.

Grant Restrictions Cont'd

Project Support grants **cannot be** used for:

- Fundraising activities, such as capital campaigns or endowment campaigns;
- Construction or renovation projects (over \$5,000 is considered a capital project);
- Political advocacy costs;
- Activities not open to the general public;
- Debt retirement;
- Proselytizing, promoting any one faith over another.
- Events that would be inappropriate for a diverse, multicultural and multigenerational audience.

Project Support Grants Requirements

- These grants will not fund operating expenses.
- There is no matching requirement, these funds should be a catalyst for increased private sector support, used to leverage additional dollars.
- These grants encourage wide participation in the arts through diverse cultural programming available to all residents of Fairfax County.
- Project Support grants support activities that would not normally be part of your organization's usual activities.

New and Different for FY20

- Initial payment will be 70% and final payment will be 30%
- Staff list including contact information for key positions
- City based organizations must describe service to county and back up with data
- Arts Directory, Events, and Grantee Ad requirement

Funding categories

There are three grant subcategories within the Project Support Grant Program. An organization can submit one grant application in a single subcategory.

1. **Arts in Education** (grant amount ranges from \$1,000 - \$30,000)

Arts in Education projects provide high-impact art experiences. Projects may take place in schools, after-school programs, or nonprofit agencies such as art centers, social service agencies, and parks and recreation facilities that provide services to youth and/or adults. Projects can support artist's fees and travel, space rental, transportation, advertising, publicity, scripts, costumes, sets, props, music, art supplies, and equipment rental or purchase.

2. **Opportunity** (grant amount ranges from \$1,000 - \$20,000)

Opportunity projects provide the resources to allow an organization to take advantage of an atypical or out of the ordinary opportunity that otherwise would be out of reach. Opportunity projects should further the growth and development of the applicant organization or engage audiences in new arts experiences. Projects can support performances by guest artists, activities, or infrastructure enhancements.

3. **Partnerships with Individual Artists** (grant amount ranges from \$1,000 - \$10,000)

Partnerships with Individual Artists projects support a partnership between an arts organization and an artist(s). The arts organization must serve as the applicant. Projects can support the production of art pieces, performances, exhibitions, workshops, commissions, arts in education projects, and culturally unique projects that directly benefit artistic development and recognition

Review Process

Following the grant application deadline:

- **ARTSFAIRFAX** staff confirms application eligibility and whether an application is complete. Staff may contact applicants for information needed to make an eligibility determination.
- If an application is determined to be ineligible, the application will be rejected without evaluation.
- Incomplete applications are subject to rejection without evaluation. If an application is rejected, the applicant will be notified by e-mail.
- All eligible applications for the Project Support Program are evaluated by panel review.
- Panelists are arts professionals with a particular knowledge or expertise of the segments of the arts community that are eligible to apply to the **ARTSFAIRFAX** for funding.
- Panel meetings are open to the public and applicants will be notified of the schedule for the panel meeting and are encouraged to attend. We will continue to offer the correction form for those organizations in attendance.

- **ARTSFAIRFAX** Board of Directors makes the final funding decisions on the basis of the evaluations by the panels and the overall goals of the Project Support Grant Program and of **ARTSFAIRFAX**.

Role of **ARTSFAIRFAX** staff

- Advises on possible projects and follows up from Project Support review
- Recruits and assign panelists
- Checks applications for eligibility and completeness
- Compiles panelists scores
- Takes notes at panel and provides feedback upon request
- Develops preliminary funding scenarios
- Provide technical assistance on the online grant portal, Submittable, to applicants and panelists

Evaluations Criteria

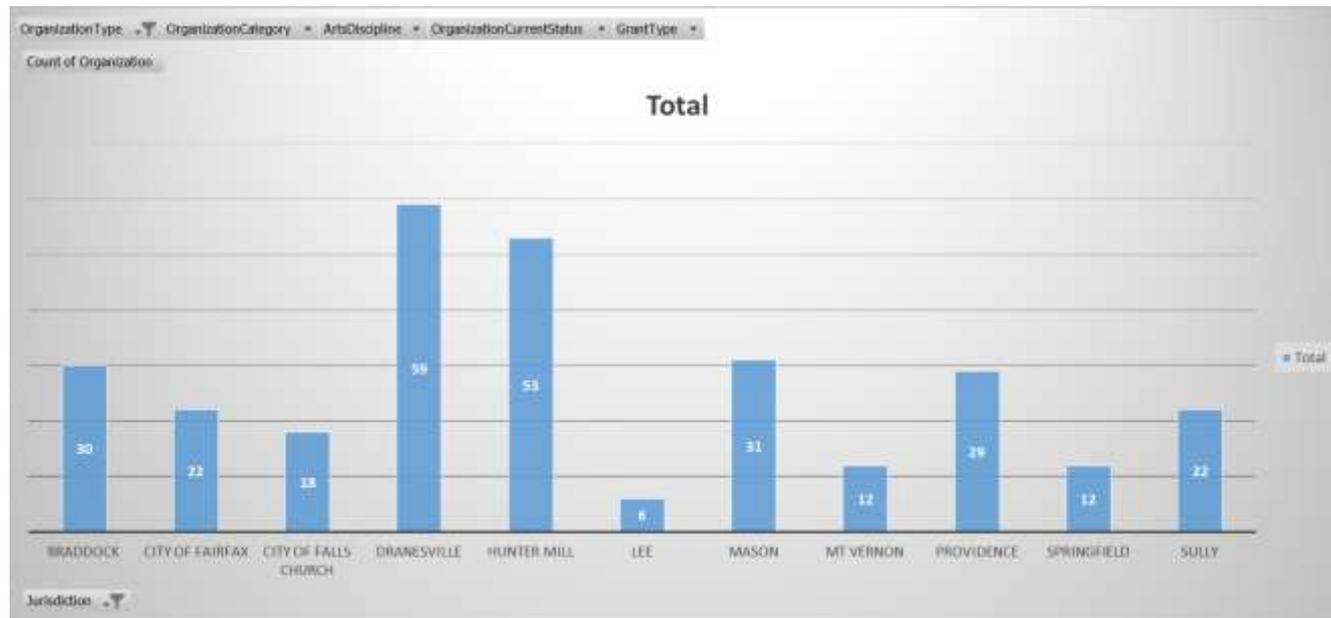
Advisory Review Panels usually comprised of 3-5 individuals who have no conflict of interest, will review and evaluate each eligible application on its own merit. **ARTSFAIRFAX** selects panel members for their diverse backgrounds, expertise in a particular arts discipline, and knowledge of the community. Panelists will evaluate each grant request based on the criteria below:

1. Artistic Merit of Activity
2. Feasibility of Project & Effectiveness
3. Engagement of New Audiences
4. Category Specific Criteria (see guidelines)
5. Budget Feasibility

Community Outreach Criteria

This table shows the distribution of arts organizations in Fairfax County, City of Fairfax, and City of Falls Church.

The Lee, Mt Vernon, and Springfield Districts are relatively underserved by the arts.



Panel Insights

Strong applications include these characteristics among others:

- Projects that support organizational missions, engage a new or diverse audiences and meet the unique needs and interests of the community;
- Shares details on project goals and how they are going to be executed and achieved using examples;
- Project timeline should clear and detailed.
- For arts education projects, include details on populations served, number of schools, lesson plans, assessment tools and other materials that support the project.
- Include work samples and supplemental materials that reflect quality of the artistry and the intent of the project ;
- The proposal uses the budget narrative to illuminate the connections between the budget and the project's goals.

More Panel Insights

The panel comments also reflect how well the proposal showcases the quality of programs, organizational effectiveness and community outreach. And they also underscore the weaknesses in applications:

- Lack of awareness of the community demographics — example, no details on how community needs are identified or specific strategies to attract these audiences.
- What happens next unclear—if not funded is there a plan B? if successful how will the project grow? Lack of short, medium and long-term goals for the project.
- Diversity is holistic—it encompasses communities engaged, artistic and ensemble diversity and audience diversity.

Terms & Conditions

Grants recipients must agree to comply with the following conditions of the Project Support Grant program . (see guidelines for details)

- Use of Funds
- Amount of Award (\$1000-30,000); depending on the program subcategory.
- Addendum
- Announcement of the Award
- Payment and Reporting Procedures
- Duration of a Grant
- Acknowledgement of **ARTSFAIRFAX** Funding
- Organizational Eligibility
- Record Keeping
- Cancellation
- Mandatory Participation in Research
- Advocacy Requirements

Acknowledgement of **ARTSFAIRFAX** Funding

All grant recipients are required to acknowledge **ARTSFAIRFAX** funding for the duration of the grant. Your success is our success. By working together we raise the profile of the arts in the county.

ARTSFAIRFAX is your brand umbrella

- Acknowledge **ARTSFAIRFAX** in all print materials and digital communications
- Include appropriate **ARTSFAIRFAX** ad in programs
- Include **#ARTSFAIRFAX** in your social media channels

Cross Promote Your Events:

- Add **ARTSFAIRFAX**'s calendar to your Web site
- Share your activities on **ARTSFAIRFAX** Facebook and Instagram **@ARTSFAIRFAX**

See the Grant Communication Kit @ ww.artsfairfax.org/grants

Required Documents

Required documents –

- IRS Letter of Determination
- Most recent IRS 990 (do not include schedules)
- Treasurer's Report or Audit for most recently completed fiscal year
- Board List with addresses
- Required Tables
- List of Key project staff, Board Members, and consultants with bios
- Required tables
- Submit required documents in **PDF, DOC, DOCX, JPG, XLS, or XLSX** format. Name the file as TR/A/Budget/ILD/990_Organization Name.

Additional Materials -

- Submit supplemental materials and work samples, including marketing materials, strategic plans, photographs, audio and video links, reviews, testimonials etc. Use Cover Sheet for links to large files.

Required Tables

There are 6 required tables that correspond to questions throughout the application:

1. Organization Profile – Employee and Volunteer Tables
2. Project Details - name and number of activities, audience served, number of participants, and geographic area of the activities supported by this grant.
3. Schedule of Completion – include major project tasks, must correspond to the narrative and budget.
4. Partnerships – key partnerships for this project cash and in-kind
5. Project Team - Who is planning and executing the project?
6. Project Budget

All 6 tables are contained in a single XLS workbook.

Download the workbook once, complete all of the tables and upload the workbook to the application. Before uploading, be sure to scale each worksheet to 1-page.

Work Samples and Supplemental Materials

Applicants are required to submit samples of their work. The samples should reflect the highest professional standards in the quality of artwork documented and in the manner in which they are presented. The panel's judgment of artistic merit will be based upon the quality of the work submitted.

- Submit up to three recent examples of original work not to exceed a total of five minutes multimedia format. Samples may be excerpts or complete works.
- Submit work produced in the last two years.
- Links to work samples may be included in the cover sheet each in a different line. Include the applicant's name, title of work and date of completion, as well as a brief description. **Name the file (Work-Sample-01_ Organization Name).**
- Submit up to **five** Supplemental Materials that describe recent activities (within the last two years). Supplemental materials could include, but are not limited to programs, brochures, catalogs, posters, newsletters, other promotional materials. **Name each submission with SM_ First Name- Last Name_01**
- Samples may be submitted as PDF, DOC, DOCX, JPG, MOV, MP3, MP4, PNG, PPT, WAV, XLS, and XLSX files.

Appeals Process

Unless there are grounds for an appeal, all funding decisions of **ARTSFAIRFAX** are final. **ARTSFAIRFAX** funding decisions may be appealed only upon the following grounds:

1. The Applicant's grant application was denied based on criteria other than those set forth in the applicable guidelines, where the application of such improper criteria was open and obvious and there was also no legitimate basis for denial under the applicable guidelines;
2. The Applicant's grant application was denied based on the grant panel's failure to apply the applicable guidelines, where such failure is open and obvious and not merely a subjective evaluation of the merits of the application;
3. The Applicant's grant application was denied based on the grant panel's failure to consider relevant evidence presented in support of the grant application, where such failure was both open and obvious and not merely the result of the Applicant's failure to properly identify or present such evidence; and/or
4. The Applicant's grant application was denied as the direct result of an undisclosed conflict of interest between the Applicant and a member of the grant panel, where, but for such conflict, the Applicant's grant application would not have been denied.

Grant Writing Tips

- Create and edit narrative and text offline and then copy & paste into the online application.
- Write clearly and concisely.
- Do not use jargon.
- Remember that the people who are reading your application may know nothing about your organization or your programs.
- Check narrative and other text for grammar and spelling errors.
- Do not repeat information in different narrative sections.
- Keep in mind that **ARTSFAIRFAX** staff does not participate in panel discussions. The application must stand on its own merits.

Grant writing tips Cont'd

- Be sure that when a reader has finished reviewing your grant application, s/he will know your organization and understand the project.
- Verify that all contact information in your application is correct, including e-mail addresses and phone numbers.
- Financial information referred to in the narrative should match the numbers on the Financial Form.
- See model applications, previous recipients, and other resources on **ARTSFAIRFAX** website – **Grants Page**.
- Refer to the Help field in the online application.
- Use **ARTSFAIRFAX** as a resource. If you have any questions, call at (703) 642-0862, ext. 1 or ext. 6, or e-mail to kcraine@artsfairfax.org.

Grant timeline

- May 23, 2019 – Application Deadline
- July 17-18, 2019 – Panel Meetings
- September 2019 - Announcement of awards and 70% payment
- August 1, 2020 - Final Report Due
- September 2020 - Final 30% payment

Resources

See artsfairfax.org for these resources:

- Project Support Grant Guidelines
- Project Support Grant Sample Application
- Project Support Grant Online Application Instructions
- Recent Recipients of Project Support Grants
- Audience Survey Template for Nonprofit Arts Organizations
- Grant Communications Kit and Branding Guide
- Submittable Help Desk 855-467-8264 x2 or x4

Submitting your application

Go to: <https://artsfairfax.submittable.com/submit>

Refer to the [FY20 Project Support Submittable Online Instructions](#)

Project Support applications must be submitted on-line, no later than *May 23, 2019* at midnight.

Late applications will not be accepted.

Thank You

Contact us

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