



## **FY22 Arts Ignite Recovery (AIR) Grant Guidelines**

**Deadline: July 21, 2021**

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## **Introduction**

As Fairfax County's designated local arts agency, ArtsFairfax creates and nurtures an environment in which the arts and artists flourish. Through partnerships with schools, individual artists, arts organizations, and other cultural and community groups, ArtsFairfax promotes and encourages excellence, equity, diversity, inclusion, and access in the arts by initiating and supporting programs, activities, and policies that inspire, nurture, and reflect the diverse populations, voices, and traditions of Fairfax County.

## **Purpose of the Arts Ignite Recovery Grant Program**

ArtsFairfax's *Arts Ignite Recovery* grant program (AIR) supports the development and advancement of the arts in Fairfax County. These grants recognize the devastating effects of the pandemic on arts organizations and the communities they serve. AIR grants catalyze recovery from the pandemic shut down by supporting the rebuilding of both new and old audiences, as well as programming capacity.

ArtsFairfax embraces the county's One Fairfax racial and social equity policy. Arts organizations receiving ArtsFairfax grants must intentionally examine their operations, programs and services, and incorporate equity, diversity, access, and inclusion in decision-making, development and deployment of policies, programs, and services.

## **Goals of the Arts Ignite Recovery Grant Program**

Through the *Arts Ignite Recovery* grant program, ArtsFairfax seeks:

1. To support recovery of the arts sector in Fairfax County and the cities of Falls Church and Fairfax;
2. To promote opportunities for individual artists and arts organizations to create, present, and celebrate their artistic endeavors and traditions;
3. To increase programming capacity and community-based cultural activities in formats that help prevent the spread of COVID-19;
4. To support arts producers in reaching new, diverse, and underserved audiences and places;
5. To rebuild engagement with the community and revitalize opportunities to participate in arts activities;
6. To create greater awareness and support of the arts in Fairfax;
7. To revitalize the spirit and emotional well-being of Fairfax residents with the energy of live performance and visual arts experiences.

## **Description of the Arts Ignite Recovery Grant Program**

*Arts Ignite Recovery* grants are non-recurring grants used to support eligible nonprofit arts organizations, both established and developing, in providing activities that engage diverse audiences and create arts opportunities throughout the County and particularly in underserved places. By doing so, these grants will help revitalize participation in the arts, rebuild programming capacity of arts organizations, and nurture new creative collaborations.

*Arts Ignite Recovery* grants recognize that most arts organizations severely curtailed or suspended their usual activities during the pandemic. This funding is not intended to support ongoing activities that your organization does on a regular basis. Instead, this new program is intended to encourage arts organizations to collaborate, particularly with local artists, to push boundaries and to engage with the community in more informal settings. For instance, if your organization provides after-school arts

instruction, *Arts Ignite Recovery* grant funding could support the design and implementation of a new class in an alternative space or in an underserved area. Possible projects include outdoor performances, pop-up programs in alternative spaces, and temporary public art projects among others. Successful applicants will take an approach that deeply engage artists/performers, organizations and diverse community members in the planning and designing of projects that celebrate local culture, history and values, particularly in traditionally underserved places or reflecting underrepresented cultures.

### **Organizational Eligibility**

Applicants must meet the following criteria to apply to the *Arts Ignite Recovery* grant program. Staff reviews all grant applications for eligibility prior to the review process. An organization is eligible to apply if it meets the following criteria:

1. It has as a core mission the creation, exhibition, presentation, production, or performance of and/or education in an arts discipline, and it operates as a stand-alone nonprofit 501(c)(3) organization or has its own arts program identity, within a larger nonprofit 501(c)(3) organization with current or pending status.
2. It has regular activity in a minimum of four different months in the year or 120 days of the year. If such activity was prevented by the pandemic, it must be noted.
3. It has an address of record within the geographical boundaries of Fairfax County, the City of Fairfax, or the City of Falls Church and has satisfied TWO of the following four criteria for at least one year:
  - a) 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.
  - b) Meet, rehearse, exhibit, and operate within the geographical boundary of Fairfax County, the City of Fairfax, or the City of Falls Church.
  - c) Have 51% of board of directors' members work or reside in Fairfax County, the City of Fairfax, or the City of Falls Church.
  - d) 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.
4. An eligible organization must:
  - a) Be in compliance with all local, state, and federal laws; and
  - b) If an organization does not hold 501(c)(3) status in its own right, a fiscal sponsor that holds 501(c)(3) status may apply on its behalf. The fiscal sponsor must manage all grant funds and ensure compliance with the terms of the grant if an award is made.
  - c) Submit independently prepared financial statements such as an audit or a treasurer's report. An audit is required for organizations with expenses of \$600,000 or more.
  - d) Have submitted all required final reports for any grants received from ArtsFairfax during the previous fiscal year.

The following are not eligible organizations:

- a) Organizations receiving line-item funding from the Commonwealth of Virginia, as well as schools or departments of George Mason University are not eligible for AIR grants.

- b) Fairfax County Government departments, divisions, and agencies, and their affiliated foundations and fundraising entities, are not eligible for AIR grants.

### **Grant Restrictions**

#### **All projects receiving *Arts Ignite Recovery* grants must:**

- a) Support activities occurring within Fairfax County, the City of Fairfax, or the City of Falls Church;
- b) Have qualified artistic or scholarly, administrative, and management leadership (either professional or volunteer) capable of completing any grant-supported activities, programs, or projects; and
- c) Occur between the dates of July 1, 2021 and June 30, 2022.

#### ***Arts Ignite Recovery* grants cannot be used for:**

- a) Fundraising activities, such as general campaigns or endowment campaigns;
- b) Construction or renovation projects (budgets over \$5,000 are considered a Capital Projects and not eligible for funding);
- c) Political advocacy costs;
- d) Activities not open to the general public;
- e) Debt retirement;
- f) Pre-grant costs;
- g) Proselytizing and faith-based activities.

### **AIR Grant Categories**

Based upon ArtsFairfax's long standing Project Support grant program, the *Arts Ignite Recovery* (AIR) grants will focus on three priority areas to foster engagement of the community in the arts as arts organizations emerge from the pandemic shutdown:

- I. Performances and installations in unconventional spaces including outdoors.
- II. Partnerships with Fairfax artists, artist cooperatives, non-501-c-3 arts groups.
- III. Programs, exhibitions and performances for diverse populations (gender, ethnicity, age, people of all abilities sexual orientation) and/or in underserved areas of the county.

The project may address one or more of these categories, and the applicant should select the one that represents their primary goal. Underserved in the context of the AIR grant program is understood as the lack of access to arts programs, services, or resources due to geographic location, low income, age, race/ethnicity, cultural differences, disability or other circumstances.

### **Review Process**

Following the grant application deadline, ArtsFairfax staff determines whether an applicant is eligible and whether an application is complete. Staff may contact applicants for information needed to make an eligibility determination. If an applicant is determined to be ineligible as an official applicant, 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 email.

All eligible applications for the *Arts Ignite Recovery* grant program are evaluated by panel review. Panelists are arts professionals with specialized knowledge about or expertise in the segments of the arts community that are eligible to apply to ArtsFairfax for funding. In-person Panel Meetings are open to the public and applicants will be notified of the schedule for the panel meeting and are encouraged to attend. If necessary, Panel Meetings may be held online and ArtsFairfax will contact applicants regarding observation of virtual panels. Staff notes summarizing the discussion and comments will also be made available.

The Advisory Review panels, each comprised of approximately 4-5 individuals who have no conflict of interest, will review and evaluate each eligible application on its own merit. ArtsFairfax panels include representation across gender, age, race, ethnicity, and abilities; a variety of professional backgrounds; a range of expertise in a particular arts discipline; and knowledge of the community. Panelists will evaluate each grant request based on equally weighted criteria.

Panel scores and comments are reviewed by the ArtsFairfax Grant Committee, after which the ArtsFairfax Board of Directors approves the grants based on the evaluations by the panels, Grants Committee recommendations, available funds, and the overall goals of the *Arts Ignite Recovery* grant program and of ArtsFairfax.

### **Evaluation Criteria**

Panelists will review each grant application using the following five evaluation criteria.

1. **Quality of Programs** (Organization's ability to create quality, mission-driven work that engages and inspires its community including aesthetic attributes of risk-taking, resourcefulness, sensory experiences, sustained resonance, impact, and value.)
  - a) Does the applicant demonstrate artistic excellence as shown by the qualifications, background, experience, and supplemental materials of the artist(s) and partner organizations?
  - b) Will the project include quality, mission-driven work that will engage and inspire the community and include aesthetic attributes of risk-taking, resourcefulness, sensory experiences, sustained resonance, impact, and value?
  - c) Does the project offer the public greater opportunities to enjoy diverse artists, cultures and/or art forms?
  - d) Do the project activities demonstrate artistic and/or cultural value for the underserved or under-represented community being served if the project is targeted to meeting a specific community's needs?
  - e) Are there clear examples of positive critical response to the organization's performances, exhibits and other artistic work?

### **2. Feasibility of Project**

- a) How well is the project designed—are goals and objectives specific, attainable, and measurable with enough detail defined within the project to assure some level of success?
- b) Has the applicant demonstrated an understanding and use of data such as demographics to drive and inform the project plans?
- c) Has the applicant engaged a diverse team, including arts professionals, community members, artists and others to successfully plan and complete the project?
- d) Is the project feasible within the time frame and budget?

- e) How well has the applicant described an evaluation process and evidence of strong support and endorsement from community stakeholders, artists and other members of the project team?
- f) Does the project support the organization's recovery from economic losses from the pandemic?

**3. Community Engagement** (An organization's ability to meaningfully engage with its community to achieve the project goals.)

- a) Has the applicant described how the project will creatively reengage audiences?
- b) Does the applicant demonstrate that it understands, respects, works with, and responds to all the people represented by its community or the community being served. Does the applicant outline measures to reach underserved groups present in its community and/or the community being served? Does the applicant involve community members, volunteers, and artists in planning and evaluation?
- c) Does the applicant use knowledge of the community, including data and demographics, with intentionality in its planning and work?
- d) Does the project plan include strategies for the establishment of meaningful relationships with residents and community partners?
- e) Do project activities occur in one or more underserved communities (those with limited arts access)?
- f) If applicable, does the project meet the needs of patrons with disabilities and/or authentically involve artists with disabilities?.
- g) Is there an effective marketing plan for the project?

**4. Creative Placemaking** (Integrating arts and culture to improve a public space, create a sense of place and make it more of a destination and shared gathering place.)

- a) Does the project address a compelling community purpose, issue, or need?
- b) How well does the project identify and then leverage community assets, liabilities, or local traditions through the arts?
- c) Does the project celebrate and reflect local culture, history, and values, particularly in culturally underrepresented places?
- d) Is there evidence that the project builds strong social connections and understanding among diverse groups of people?

**5. Budget Feasibility**

- a) Is the budget appropriate to complete the project activities?
- b) Is the budget reasonable, clear, and complete? Are the figures accurate?
- c) Is the budget appropriate for the size and characteristics of the intended audience?
- d) Is there income or offsetting revenue from a variety of sources including earned and unearned?

Each of the five evaluation criteria are equally weighted in the review.

**Terms and Conditions of Grant**

**Duration of the Grant**

Generally, activities supported by *Arts Ignite Recovery* grants should be carried out within the year, between July 1, 2021 and June 30, 2022.

### **Organizational Eligibility**

Grant recipients must continue to meet all *Arts Ignite Recovery* grant program eligibility requirements during the grant period. Grant recipients are required to notify ArtsFairfax staff in writing of any major financial, leadership, or programmatic changes to their organization.

### **Amount of Grant**

*Arts Ignite Recovery* grants range from \$5,000 to \$20,000. Applicants may be granted an amount less than requested.

### **Addendum**

An addendum is required to update the application regarding any substantive changes in the organization's programming, staffing, and funding after the application has been submitted. The organization must submit the addendum explaining these accomplishments and/or challenges, and how this effects the application. The addendum may be submitted during the time after the application deadline until one week before the panel meeting.

### **Matching Requirement**

There is no matching requirement for the *Arts Ignite Recovery* grant Program.

### **Use of Funds**

*Arts Ignite Recovery* grants may be used for a broad range of activities. Grant funds may not be used for fundraising activities, such as general, capital campaigns or endowment campaigns, construction or renovation projects, political advocacy costs, activities that are not open to the general public, debt retirement, pre-grant costs, or faith-based activities. All listed expenses must be incurred during the grant period.

### **Acknowledgement of ArtsFairfax Funding**

1. ArtsFairfax requires acknowledgement of ArtsFairfax's support for all public programs and services provided by an organization that receives an Operating Support grant. To raise the visibility of your organization as well as that of the arts and nonprofit cultural organizations in Fairfax County, ArtsFairfax requires the following:  
Credit ArtsFairfax as a donor on your website and all printed materials through the use of the ArtsFairfax logo and the statement, "This program is funded in part by ArtsFairfax."
2. Grant recipients are required to follow the instructions in the Grant Communications Kit and send copies to ArtsFairfax of samples of materials that are distributed to the public.
3. Grant recipients are required to acknowledge ArtsFairfax funding on at least one social media platform—tag @artsfairfax on their social media platforms (Facebook, Twitter, Instagram) and follow ArtsFairfax and use #ArtsFairfax.
4. Include an ArtsFairfax grant award announcement in your printed programs for the duration of the grant period in accordance with your sponsorship recognition policy. The three suggested sizes are commensurate with your award amount: over \$10,000 full page, \$5,000-\$9,999 half page, and under \$5,000 quarter page. The announcements are available in both color and black and white. Contact ArtsFairfax staff for customized copy.



### **Required Directory and Event Listings**

Grantees are required to list their programs and events on the ArtsFairfax website throughout the grant period. Organization staff should create a directory listing on the ArtsFairfax website, [artsfairfax.org](http://artsfairfax.org), using instructions provided by ArtsFairfax.

### **Announcement of Award**

No information about the status of an application will be released until all applications have been reviewed and all award decision-making is concluded. ArtsFairfax will notify applicants of final decisions by October 2021.

### **Payment and Reporting Procedures**

Grant recipients will receive 100 percent of the award within one month of the grant announcement. Grantees are required to complete a brief interim report and a final report. Both are to be submitted online at <https://ArtsFairfax.submittable.com>, the interim report is due January 14 and the final report by August 1, 2022. The final report will include copies of all materials distributed to the public (e.g. catalogues, programs, brochures, flyers, press releases, and other publicity materials).

### **Record Keeping**

Grantees shall maintain an accurate record of the grant received and all expenses incurred under the grant and retain such books and records for at least four years after completion of the use of this grant.

### **Cancellation**

ArtsFairfax reserves the right, in its sole discretion, to discontinue funding if it is not satisfied with the progress of the grant or the content of any required written report. In the event of discontinuation, any unexpended funds shall immediately be returned to ArtsFairfax, except where ArtsFairfax has agreed in writing to an alternative use of the unused funds.

### **Required Participation in Research**

During the grant period, ArtsFairfax may request that grantees participate in local, regional, or national arts studies. The studies may be related to, but not limited to audience spending, organization management, and/or facility usage and planning. Grantees are required to assist ArtsFairfax in evaluating the impact of funding by contributing to these studies if requested.

### **Advocacy Requirements**

Grantees are required to write to both the Chairman of the Fairfax County Board of Supervisors and the Supervisor for your organization's magisterial district (if applicable) thanking them for appropriating the grant funds. The letters should provide information about how the grant funds will be used to support your organization and amplify its community impact. Grantees should also invite their district Supervisor to programs.

### **Grant Preparation Assistance**

ArtsFairfax will conduct a free online grant information session to instruct prospective applicants on how to complete an *Arts Ignite Recovery* grant program application. ArtsFairfax strongly encourages participation by all potential applicants. An applicant's attendance at the information session will not affect the evaluation of the application.

The online information session will be held on June 8, 2021 at noon and should run approximately 1-1.5 hours depending upon questions. The session will be held via Zoom. The presentation will also be recorded and posted on the ArtsFairfax website. For further information or to register, please contact Kimber Craine, Grants Manager, by email at [kcraine@ArtsFairfax.org](mailto:kcraine@ArtsFairfax.org) or by telephone at (703) 642-0862, ext. 106.

### **Grant Writing Tips**

- Write clearly and concisely.
- Although there is no matching requirement, these funds should be a catalyst for increased private sector support, used to leverage additional contributed dollars.
- Do not use jargon.
- Spell out acronyms with the first reference.
- Don't assume the people who are reading your application know your organization or your programs. When a reader has finished reviewing your grant application, s/he/they should understand your organization, mission, and project.
- 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.
- Verify that all contact information in your application is correct, including email addresses and phone numbers.
- Financial information referred to in the narrative should match the numbers on the Budget Form.
- Use ArtsFairfax as a resource. If you have any questions, call at (703) 642-0862, ext. 1 or ext. 6, or email [grants@ArtsFairfax.org](mailto:grants@ArtsFairfax.org).

### **Uploads**

Submission of Required Documents, Work Samples and Supplemental Materials is mandatory. Work Samples and Supplemental Materials should describe recent (within the last two years) activities. You may provide links to images, audio clips and/or online video (1280x720 resolution) samples. You can submit up to three Work Samples and five Supplemental Materials. Uploads may include installation shots, programs, brochures, catalogs, study guides, posters, newsletters, other promotional materials, as well as newspaper reviews, articles, testimonials, letters of support, and awards. Online media entries are limited to a maximum running time of five minutes. Acceptable file upload types are listed with each question.

Links to work samples and supplementary materials and brief descriptions should be included in the cover sheet.

### **Required Documents:**

1. IRS Letter of Determination for your organization and/or your parent organization.
2. Treasurer's Report or Audit for most recently completed fiscal year (audit required if applicant's expenses exceed \$600,000 for one full fiscal year).
3. Board List with addresses (please highlight Fairfax residents and employees).

4. Most recent IRS 990 submission (do not include schedules).
5. List of key project staff, board members, and consultants with bios.
6. Resumes for guest artists and/or profiles for partner organizations.
7. Cover sheet for Work Samples and Supplemental Materials, including links to online media and descriptions.

Name the uploaded files with an abbreviated name of the document and the organization; e.g., IRS\_Organization Name\*.

\*File naming Key for required documents:

TR = Treasurer's Report

A = Audit

IRS = IRS Letter of Determination

990 = 990 Tax form

### **Work Samples:**

Applicants are required to submit samples of their work including but not limited to performances, lectures, lesson plans, exhibition installation shots, and publications. The samples should reflect the best quality work of the organization and have excellent technical quality, i.e., good sound and video presentation. The panel's judgment of artistic merit will be based upon the quality of the work submitted.

Use a Cover Sheet to describe each work that should include the applicant's name, the work's name, as well as the dates of creation, and performance/publication if appropriate. Due to the number of applications received, the panel will not review recorded materials longer than five minutes total. Please submit edited clips or note the start and end time for longer videos.

Submit up to three recent examples of original work with the following considerations:

- Samples may be excerpts or complete works.
- Submit work produced in the last two years.
- Work Samples may be submitted as links to these types of files: PDF, DOC, DOCX, JPG, MOV, MP3, MP4, PNG, PPT, WAV, XLS, and XLSX.
- Links to video work examples may be included on 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 of the piece and applicant's role in the development and execution of the work.
- Name the file (Work-Sample\_ OrganizationName\_01).
- Make sure submitted files of recorded work samples do not exceed an overall total of five minutes.

### **Supplemental Materials:**

Submit up to five Supplemental Materials pieces 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 material, as well as critical reviews, articles, testimonials, letters of support, or awards that highlight organizational excellence.

- Supplemental materials may be submitted as dot PDF, DOC, DOCX, JPG, MOV, MP3, MP4, PNG, PPT, WAV, XLS, and XLSX files.
- Name each submission using this format: SM\_ Organization Name\_01, SM\_ Organization Name\_02, etc.
- Supplemental videos such as news stories and promotions are limited to a total of five minutes or less collectively.
- Links to supplemental materials may be included in the cover sheet, each in a different line with a brief description.

### **Submitting Your Application**

All *Arts Ignite Recovery* grant applications must be submitted via the online application system no later than July 21, 2021 at midnight/11:59 p.m./24:00. Late applications will not be accepted. Hard copies of supplementary materials will not be accepted.

### **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:

- 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;
- 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;
- 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
- 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.

Other than the grounds listed above, there are no grounds for an appeal, including, but not limited to, general dissatisfaction with the process, dissatisfaction with the amount awarded, dissatisfaction with the qualifications of the members of the grant panel, disagreement with an opinion of a member of the grant panel, or the Applicant’s desire to submit additional evidence.

To file an appeal, an Applicant must submit a written appeal request directly to ArtsFairfax. Such appeal must be received by ArtsFairfax within fourteen (14) calendar days of the date of the applicant’s notification letter from ArtsFairfax regarding the funding decision being appealed. An appeal must state the grounds for the appeal, and provide clear and convincing evidence in support of such grounds. No evidence or supporting materials which could have been provided as part of the Applicant’s original grant application will be considered.

All appeal requests will be reviewed by the Grants Committee of the ArtsFairfax Board of Directors. Appeals will be reviewed within sixty (60) calendar days from the date the written appeal request was

received by ArtsFairfax. If the Grants Committee determines that there exist grounds for an appeal, the Grants Committee will reevaluate the application. All decisions of the Grants Committee regarding any reevaluation will be final. If the Grants Committee determines that there are no grounds for an appeal, then the original decision shall become final without further recourse or reconsideration.