Agenda

1) Summary of Grant Guidelines
   - Introduction to ArtsFairfax
   - Grant Program Overview
   - Pandemic Recovery Grant Purpose and Goals
   - Overview of Grant Process
   - Eligibility
   - Grant Restrictions
   - Review Process
   - Evaluation Criteria
   - Grant Applicant Resources
   - Terms and Conditions of a Grant
   - Appeals Process
   - Timeline and submitting your application

2) Walk through of the application in Submittable

3) Questions and Answers
Meet Our Team

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MISSION
ArtsFairfax is dedicated to expanding support for and access to arts and culture opportunities for all of Fairfax County.

Community Engagement
- Arts Directory and Events Calendar
- Artist Residencies
- Fairfax Poet Laureate
- County Master Arts Plans

Fairfax Arts Community
- Competitive Grant Programs
- Professional Development
- Marketing & Promotional Services
- Creative Spaces Toolkit

Annual Events
- ArtsFairfax Awards
- Fairfax Arts Advocacy Day

ArtsFairfax by the Numbers
- 200+ arts organizations served
- $500k+ distributed in grants annually
ArtsFairfax Grant Programs

• ArtsFairfax will distribute more than $750,000 in the county funds through four competitive grants to arts organizations and artists of all disciplines in FY23.

• For FY23 we are offering:
  – Operating Support
  – Project Support
  – Pandemic Recovery
  – Ticket Subsidy Grants (coming soon)
Purpose of the Pandemic Recovery Grant Program

Pandemic Recovery Grants respond to the ongoing impact of the COVID-19 pandemic by providing support to small and mid-size arts organizations (budgets under $500,000) as they build resilience and look to the future with programming, planning, and reimagining their work.

Recipients have the flexibility to use funds for their most urgent needs, supporting day-to-day operating expenses and furthering the general mission or work of an organization. Rather than funding a particular project, Pandemic Relief funds may be used for programming costs, vital administration expenses, such as rent, utilities, and employee salaries.
Goals of the Pandemic Recovery Grant Program

Through the *Pandemic Recovery Grant Program*, ArtsFairfax seeks to:

1. Provide **support for established and emerging arts organizations** adversely affected by the pandemic.
2. Contribute to the **recovery of the arts sector** in Fairfax County.
3. Help sustain arts organizations that have **not received County recovery funds** previously.
4. Support organizations led by **BIPOC (Black, Indigenous, People of Color) staff**, presenting **BIPOC artists**, and/or serving **BIPOC participants**.
5. Support organizations that serve arts participants and audiences in **underserved and economically disadvantaged areas** of the County.
ArtsFairfax Grant Process

1. Application Deadline
2. Panel Review
3. Staff Review
4. Panel Meeting
5. Grants Committee
6. ArtsFairfax Board of Directors
7. Award Notification
Eligibility

1. The organization has an **address of record** within the geographical boundaries of Fairfax County, the City of Fairfax, or the City of Falls Church for at least one year. *(Physical address will be verified by VA 102 form)*

2. 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 with current or pending status.

3. It has **regular activity** in a minimum of four different months in the year or 120 days of the year.

4. It presents **at least 51% of public arts activities** within the geographical boundaries of Fairfax County, the City of Fairfax, or the City of Falls Church.
Eligibility continued

5. Meets at least one of the following three criteria:
   a) **Meet, rehearse, exhibit, and operate** within the geographical boundary of Fairfax County, the City of Fairfax, or the City of Falls Church.
   b) Have **51% of its board members** work or reside in Fairfax County, the City of Fairfax, or the City of Falls Church.
   c) 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 continued

6. 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) An organization must have independently prepared financial statements such as an **audit or a treasurer’s report**.
   d) Have expenses for the most recently completed year below $500,000.
   e) Have documented pandemic related losses.
   f) The applicant must have **submitted all required final reports** for any grants received from ArtsFairfax during the previous fiscal year.
   g) The applicant must maintain an **ArtsFairfax Arts Directory** listing and list activities on the **ArtsFairfax Events Calendar**.
VA form 102 Remittance for Charitable Organizations

• If you don’t have a recent form on file, complete and upload pages 1-3 and 7.
• Do not use a PO box as your primary address.

• VA Form 102 Remittance for Charitable Organizations (required form):

• VA Form 102 info and database:
Not Eligible

a) Arts divisions and organizations with an arts program within a larger nonprofit 501(c)(3) organization are not eligible for Pandemic Recovery Grants.
b) Organizations that receive line-item funding from Fairfax County or the State of Virginia.
c) Departments of George Mason University, and nonprofit organizations and foundations that support County agencies are not eligible for ArtsFairfax grants.
d) Organizations with expenses over $500,000 from the most recently completed fiscal year.
Fiscal Sponsor

Organizations without 501(c)(3) status can apply with a fiscal sponsor.

Summary of steps to apply with a fiscal sponsor:

1. Email Fiscal Sponsor contact info to Grants Manager Jackie Dubin at jdubin@artsfairfax.org
2. Include Fiscal Sponsor as a collaborator on the application and ask that they upload the required eligibility documents.
3. Use your organization’s financials, not Fiscal Sponsor, in the application’s narrative.
4. You will submit the application and be the primary point of contact for the grant.
5. Grants Manager will email Terms and Conditions paperwork to Fiscal Sponsor.

The fiscal sponsor must manage all grant funds if an award is made.
Grant Restrictions

All Pandemic Recovery Grant Program grants must:

a) Support activities, programs, or projects 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.
c) Occur within the dates of July 1, 2022 and June 30, 2023.
Grant Restrictions Continued

**Pandemic Recovery Grants cannot be used for:**

a) Replenishing Reserves  
b) Fundraising activities, such as capital campaigns or endowment campaigns  
c) Construction or renovation projects  
d) Political advocacy costs  
e) Activities not open to the general public  
f) Debt retirement  
g) Pre-grant Costs  
h) Proselytizing and faith-based activities
Matching Requirement

The matching requirement is being waived for FY21, FY22, and FY23 Grants due to the challenges of the pandemic.
**Budget Levels**

<table>
<thead>
<tr>
<th>Level</th>
<th>Total Expenses</th>
<th>Award Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>Under $100,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Level 2</td>
<td>$100,000 - $250,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Level 3</td>
<td>$250,000 - $500,000</td>
<td>$7,000</td>
</tr>
</tbody>
</table>

- Budget size is determined by the “Total Expenses” from your most recently completed fiscal year.
- **Do not include in-kind expenses** in the budget level calculation.
- If applying with a fiscal sponsor, use the applicant organization budget, not the fiscal sponsor’s budget in determining what form to use and request amount.
"Pass through money," i.e., money that is collected by the organization and then immediately dispersed, as in the case of collecting art sales and then distributing that money back to the individual artist, **should not appear in an organization’s budget as income**. If the organization collects a portion or percentage of that money then only that portion can show as income.

See Guidelines for examples.
Review Process

Following the grant application deadline:

• **ArtsFairfax staff reviews eligibility and completeness.** 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 are evaluated by panel review.
• Panelists are arts professionals with a particular knowledge or expertise of the segments of the arts community. We welcome suggestions and volunteers.
Review Process continued

- Panel meetings may be held online, and ArtsFairfax will contact applicants regarding observation of virtual panels.
- Applicants can submit correction forms during the panels.
- **ArtsFairfax Board of Directors makes the final funding decisions** based on the evaluations by the panels and the overall goals of the Grant and ArtsFairfax.

**Role of ArtsFairfax staff**

- Recruits and assign panelists
- Checks applications for eligibility and completeness
- Compiles panel scores
- Facilitate Panel meetings
- Takes notes at panel and provides feedback upon request
- Develops preliminary funding scenarios
- Provides technical assistance on the online grant portal, Submittable, to applicants and panelists
How ArtsFairfax Determines Grant Amounts

• After the panel meetings, each applicant will have an average panel score.
• ArtsFairfax staff creates a ranking by Z score which enables us to combine multiple panels.
• Z scores are converted into a percentage.
• Calculations are verified by an outside accountant for accuracy.
• Applicants may receive less than the amount requested based upon their panel score.
• The ArtsFairfax Grants Committee makes recommendations for funding based upon the panel scores and the funds available. ArtsFairfax Board makes final funding decisions.
Evaluation Criteria

1. **Organization Profile** *(History, Mission, Relevance, Capacity)*
   a) Does the applicant provide clear, specific, and thorough evidence of vision, mission, goals?
   b) Does the applicant use demographic data to describe their service area, leadership and staff, participants, and how the community informs their identity, mission, leadership, and programs?
   c) Does the organization’s management (paid or volunteer) conduct its programs effectively?

2. **Programs and Services** *(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) Do the programs and services effectively fulfill the applicant’s mission and goals?
   b) Do the programs offer the public greater access to underrepresented artists and art forms?

3. **Community Engagement** *(an organization’s ability to meaningfully engage with its community to achieve its mission)*
   a) Are programs and outreach activities accessible for all residents of Fairfax County, especially underserved populations including but not limited to youth, the senior citizens, people with disabilities, minorities, ethnic communities, LGBTQIA+, and those in underserved areas?
   b) Is there evidence of effective marketing of the organization’s programs?
Evaluation Criteria

4. Commitment to Diversity/Equity/Inclusion/Access and service to underserved and economically disadvantaged communities
   a) Does the applicant offer public artistic activities that reflect the diversity of the population of Fairfax County?
   b) Are the applicant’s efforts to understand Fairfax County’s diversity and respond to the audiences, communities, and geographies it serves evident?
   c) Does the applicant serve economically disadvantaged areas and/or underserved areas of the County?

5. Financials
   a) Does the applicant exhibit sound fiscal management?

6. Pandemic Impact
   a) Impact on organization financials, staff, mission-critical activities, and/or participation/audience is clearly demonstrated and explained.

Each of the six evaluation criteria are equally weighted in the review.
## Definitions

**Diversity** is all the ways people differ including: age, race, color, sex, sexual orientation, gender identity, religion, national origin, marital status, disability, socio-economic status, neighborhood of residence, and other characteristics.

**Equity** is fairness and justice in programming and policy that results in all residents having opportunity to fully participate.

**Inclusion** is the act of creating environments where everyone feels welcomed, respected, and valued.

**Access** is a measure of how easily someone can participate including physical, social, and economic barriers.

**Underserved** refers to populations who face barriers in accessing the arts, and includes populations underserved because of geographic location, religion, sexual orientation, gender identity, underserved racial and ethnic populations, and populations underserved because of special needs (such as language barriers, disabilities, alienage status, or age).
# Application Question-Criteria Matrix

<table>
<thead>
<tr>
<th>Section</th>
<th>Criteria</th>
<th>Question(s)</th>
<th>Uploads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligibility</td>
<td>See guidelines</td>
<td>Eligibility Quiz</td>
<td>IRS letter, TR/Audit, 990, Board List, VA 102</td>
</tr>
</tbody>
</table>
| Organizational Profile| a. Does the applicant provide clear, specific, and thorough evidence of vision, mission, goals?  
b. Does the applicant use demographic data to describe their service area, leadership and staff, participants, and how the community informs their identity, mission, leadership, and programs?  
c. Does the organization’s management (paid or volunteer) conduct its programs effectively? | 1. Briefly describe your organization’s history, mission, vision, and goals.  
2. Who does your organization serve and how does the community inform your identity, mission, leadership, and programs? | Staff and Board List, 990                        |
| Programs and Services | a. Do the programs and services effectively fulfill the applicant’s mission and goals?  
b. Do the programs offer the public greater access to underrepresented artists and art forms? | 3. Describe your organization’s programs and services. How do the programs offer the public greater access to underrepresented artists and art forms? | Work Samples                                 |
| Community Engagement  | a. Are programs and outreach activities accessible for all residents of Fairfax County, especially underserved populations including but not limited to youth, senior citizens, people with disabilities, minorities, ethnic communities, LGBTQIA+, and those in underserved areas?  
b. Is there evidence of effective marketing of the organization’s programs? | 4. How do you inform the community of your programs and services?  
5. How do you ensure that your programs and services are accessible to all residents? |                                                                                              |
| DEIA Commitment       | a. Does the applicant offer public artistic activities that reflect the diversity of the population of Fairfax County?  
b. Are the applicant’s efforts to understand Fairfax County’s diversity and respond to the audiences, communities, and geographies it serves evident?  
c. Does the applicant serve economically disadvantaged areas and/or underserved areas of the County? | 6. How do your organization’s programs, policies, and goals demonstrate a commitment to DEIA and economically disadvantaged communities? |                                                                                              |
| Pandemic Impact       | a. Is the impact on organization financials, staff, mission-critical activities, and/or participation/audience clearly demonstrated and explained? | 8. Describe the impact of the COVID19 pandemic on your organization’s financials, staff, mission-critical activities, and/or audiences. How does your impact documentation support your experiences? | Impact Documentation (comparatives or cancellations) |
ArtsFairfax Grant Applicant Resources

See artsfairfax.org for these resources:

• Grant Guidelines
• Online Application Instructions
• Blank Application Form
• Application Matrix
• Census data, demographics, and other info
• Grant Communications Kit and Branding Guide
• Copy of info session slide deck and recording will be posted.
Resources for Grant Applicants

General:
- Fairfax County Demographics: [https://www.fairfaxcounty.gov/demographics/](https://www.fairfaxcounty.gov/demographics/)
- Fairfax County Strategic Plan: [https://www.fairfaxcounty.gov/strategicplan/cultural-recreational-opportunities](https://www.fairfaxcounty.gov/strategicplan/cultural-recreational-opportunities)
- ArtsFairfax arts directory includes organizations and artists: [https://artsfairfax.org/arts-directory/](https://artsfairfax.org/arts-directory/)
- Americans for the Arts Aesthetic Perspectives report: [https://www.americansforthearts.org/sites/default/files/Aesthetic%20Perspectives%20Full%20Framework.pdf](https://www.americansforthearts.org/sites/default/files/Aesthetic%20Perspectives%20Full%20Framework.pdf)

Arts Access:
- Distribution of arts organizations by Magisterial District- Districts relatively underserved by the arts (see chart)
- Opportunity Index: [https://opportunityindex.cfnova.org/indicator/chart?r=1&category=4&region=4](https://opportunityindex.cfnova.org/indicator/chart?r=1&category=4&region=4)
- Title One Schools: [https://www.fcps.edu/about-fcps/performance-and-accountability/title-i/title-i-identified-schools](https://www.fcps.edu/about-fcps/performance-and-accountability/title-i/title-i-identified-schools)
- ArtsFairfax Disability Workshop resources: [https://artsfairfax.org/arts-for-all/](https://artsfairfax.org/arts-for-all/)

Diversity:
- One Fairfax: [https://www.fairfaxcounty.gov/topics/one-fairfax](https://www.fairfaxcounty.gov/topics/one-fairfax)
- Equity Centered Community Design Field Guide: [https://drive.google.com/file/d/1ItaNeNf_VEUSwUlJWlVw3wSCXZt8KnU/view?usp=sharing](https://drive.google.com/file/d/1ItaNeNf_VEUSwUlJWlVw3wSCXZt8KnU/view?usp=sharing)
Distribution of arts organizations in Fairfax County, City of Fairfax, and City of Falls Church

- Lee, Mt Vernon, and Springfield Districts are relatively underserved by the arts.
Panel Insights

Strong applications include these characteristics among others:

• Use data to support your storytelling.
• Assume the reviewer knows nothing about your organization.
• Programs are to meet the unique needs and interests of the community.
• Demographics are used to support program design and community outreach.
• Share details on strategic priorities and give examples on how they will be executed.
• Budget includes diverse revenue streams balanced with a variety of unearned and earned sources, as well as a board giving.
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.

- **Demonstrate awareness of your community** — include details on how community needs are identified or specific strategies to attract these audiences.

- **Differentiate yourself as an organization** — tell us why your organization is special.

- **Consider diversity as holistic, not just one aspect of an organization** — discuss board/leadership diversity, artistic/ensemble diversity, and audience diversity.
Grant Writing Tips

- Write clearly and concisely. Keep your answers brief but specific.
- Panelists reading your application may know nothing about your organization or your programs.
- Use quantitative and qualitative data.
- Use the evaluation criteria to guide your answers.
- Log out of Submittable when you are not actively working in the application.
- Create and edit narrative and text offline and then copy and paste into the online application.
Grant Writing Tips Continued

Avoid using jargon.

Do not repeat information in different narrative sections.

Verify that all contact information in your application is correct.

Financial information referred to in the narrative should match your financial and impact documentation.

Have someone new proofread the application before submitting.

Start your application early!
Required Documents and Uploads

- **IRS Letter** of Determination for your organization and/or your parent organization
- **Treasurer’s Report** or Audit for most recently completed fiscal year
- **Board List** with addresses (please denote Fairfax residents and employees)
- Most recent **IRS 990** submission (do not include schedules)
- **VA form 102** Remittance for Charitable Organization
- List of **Key staff** and Board Members with bios
- **1-3 Work samples** – performances, exhibitions, lectures, classes (video may not exceed 5 Minutes total)
Terms & Conditions

Grant recipients must agree to comply with the following conditions of the Pandemic Recovery Grant program (see guidelines for details):

• Duration of a Grant
• Organizational Eligibility
• Amount of Award
• Addendum
• Use of Funds
• Acknowledgement of ArtsFairfax Funding
• List events and programs on the ArtsFairfax website.
• Announcement of Award
• Payment and Reporting Procedures
• Record Keeping
• Cancellation
• Mandatory Participation in Research
• Advocacy Requirements
Addendum

• All grant applicants are required to submit this additional form.
• This is your opportunity to provide updated information to the panel on major organizational changes impacting your review.
• Closer to the grant panels, you will receive a link to complete the form.
• Once submitted, the addendum form appears with your application.
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.

• Acknowledge ArtsFairfax in all print materials and digital communications
• Include appropriate ArtsFairfax ad in programs
• Include #ArtsFairfax in your social media channels
• Share your activities with ArtsFairfax on Facebook, Twitter & Instagram @ArtsFairfax
• Add ArtsFairfax’s calendar link to your website

See the Grants Communication Kit www.artsfairfax.org/grants
Appeals Process

Appeal must be received within 2 weeks of notification.

Denial based on:
• **Criteria other than those set forth** in the applicable guidelines.
• The grant panel’s **failure to apply the applicable guidelines**.
• The grant panel’s **failure to consider relevant evidence** presented in support of the grant application.
• The direct result of an **undisclosed conflict of interest**.

(See Guidelines for detailed descriptions)
How is this different from previous ArtsFairfax grants?

• Budgets over $500,000 are not eligible for this grant
• No cover sheet upload – enter Work Sample descriptions and links into answer box
• Grants Manager Office Hours
• Due at 5:00 pm ET
• Funding priority will be given to organizations that have not previously received County relief funding as well as BIPOC organizations and those that serve economically disadvantaged areas of the County*

*All eligible arts organizations are encouraged to apply.
Grant timeline

- **November 10, 2022** FY23 Information Session & Grant Application opens at 12:00 PM
- **Office Hours** Every Friday from 12:00 – 1:00 PM until Application Deadline
- **January 20, 2023** Application Deadline closes at 5:00 PM
- **February 21, 23 & 24, 2023** Grant Review Panels
- **April 2023** Award Announcement
- **August 1, 2023** Final Reports due via Submittable
Submitting your application

Go to: [https://artsfairfax.submittable.com/submit](https://artsfairfax.submittable.com/submit)

Refer to the Submittable Online Application Instructions

**Pandemic Recovery Grant Applications must be submitted online, no later than January 20, 2023 at 5:00 pm ET.**

Late applications will not be accepted.
Contact Us

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http://artsfairfax.org
Mark your Calendars

- November 17, 2022 at 11am: Business Plans for the Arts Workshop
- December 1, 2022: Capital One Hall Season 3 (round 2) space request application closes
- January 20, 2022: Pandemic Recovery Grant application closes