Welcome

Please mute your microphone when not speaking.

Type your questions in the chat box.

Find your name in the Participants panel. Rename yourself to include First, Last, and Organization.
Agenda

1) Summary of Grant Guidelines
   – Introduction to ArtsFairfax
   – Grant Program Overview
   – Operating Support 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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ARTSFAXFAX

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 County funds through competitive grants in FY24.
- You may apply for all 3 Grant Opportunities.
- Additional funding opportunities will be announced.

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<thead>
<tr>
<th>Grant Program</th>
<th>Grant Program Description</th>
<th>Info Session</th>
<th>Deadline</th>
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<tr>
<td>Ticket Subsidy</td>
<td>Fund free tickets, tuition, and transportation for arts programs and performances</td>
<td>January 27, 2023</td>
<td>Rolling</td>
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<tr>
<td>Operating Support</td>
<td>Fund arts organizations’ basic operational needs</td>
<td>March 9, 2023</td>
<td>April 24, 2023</td>
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<tr>
<td>Project Support</td>
<td>Fund programs and activities that engage new audiences in the arts</td>
<td>June 27, 2023</td>
<td>August 1, 2023</td>
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</tbody>
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Purpose of the Operating Support Grant Program

- Advance the arts in Fairfax County
- Support the goals and objectives of the County’s arts organizations
- Help organizations maintain and develop their programs, services, and facilities.
- Encourage consideration of DEIA principals in the decision making, development, and deployment of policies, programs, and services.
- Generate recognition for a broad spectrum of the county’s cultural organizations.
Goals of the Operating Support Grant Program

1. Provide support for established and emerging arts organizations
2. Encourage wide participation in the arts by expanding exposure to, and incorporating Fairfax County’s diverse voices and traditions in cultural programming that is available to all residents of Fairfax County
3. Promote opportunities for a diversity of cultural workers, leaders, individual artists, and arts organizations to create, present, and celebrate their artistic endeavors and traditions
4. Be a catalyst for increased resiliency, transformation, and expanded resources to support arts organizations through public funding
ArtsFairfax

Operating Support Grant Process

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

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 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.

3. 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.

4. The organization 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 ONE of the following three criteria for at least one year:
   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 board of directors’ 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.

5. 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 (audit required for organizations with expenses of $750,000 and above).
   d) The applicant must have submitted all required final reports for any grants received from ArtsFairfax during the previous fiscal year.
   e) The applicant must maintain an ArtsFairfax Directory listing and list activities on the ArtsFairfax events calendar.
Not Eligible

- Arts divisions, and organizations with an arts program within a larger nonprofit 501(c)(3) organization, are not eligible for Operating Support and can apply only for Project Support grants (not Operating Support, Organizational and Professional Development, or Fast Track grants.)

- Organizations that receive line-item funding from Fairfax County or the State of Virginia

- Departments of George Mason University, and non-profit organizations and foundations that support county agencies are not eligible for ArtsFairfax grants
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.
6. The fiscal sponsor must manage all grant funds if an award is made.
Grant Restrictions

All Operating Support 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
c) Occur within the dates of July 1, 2023 and June 30, 2024
Grant Restrictions Continued

Operating Support Grant Program grants cannot be used for:

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

- The matching requirement is being waived for grants in FY21 through FY24 due to the challenges of the pandemic.
New and Different for FY24

• Small organizations (budgets over $5,000 and under $100,000) apply with separate Guidelines, criteria, and form
• Small Organizations may request up to 25% of their expenses.
• Waiving match for FY24
• Extended window to submit appeal to 30 days
• Organizations can request up to $60,000
• Organization Profile for Grant Applicants
New and Different for FY24 continued

**Organization Profile for Grant Applications**

- New form to be used for all ArtsFairfax Grant applications
- Fill out once and attach PDF of the form to your applications for the rest of the year
- Includes general information (Mission statement, demographics, eligibility docs, contact info)
- Request to make edits as needed
Budget Levels

- Organizations fall within one of five budget levels:

<table>
<thead>
<tr>
<th>Budget Level</th>
<th>Application Type</th>
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<tbody>
<tr>
<td>Level 1 $5,000-$50,000</td>
<td>Small Organizations</td>
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<tr>
<td>Level 2 $50,000-$100,000</td>
<td>Small Organizations</td>
</tr>
<tr>
<td>Level 3 $100,000-$250,000</td>
<td>Medium &amp; Large Organizations</td>
</tr>
<tr>
<td>Level 4 $250,000-$500,000</td>
<td>Medium &amp; Large Organizations</td>
</tr>
<tr>
<td>Level 5 over $500,000</td>
<td>Medium &amp; Large Organizations</td>
</tr>
</tbody>
</table>

- Budget size is determined by the “Total Expenses” from most recently completed fiscal year.
- Do not include in-kind expenses in the budget level calculation.
- Small organizations may request for 25% of Total Expenses. Medium and Large organizations may request for 15% of Total Expenses.
- 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.
Budget Levels continued

"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.
Required Documents

FY24 Organization Profile for Grant Applicants
• IRS Determination Letter
• VA Form 102 or 100
• Board list with addresses

FY24 Operating Support Grant Application
• Organization Profile for Grant Applicants (PDF)
• Board and Staff Bios
• Work Samples
• Supplementary Materials
• IRS Form 990
• Treasurer’s Report
• Optional – Organization Chart
• Optional – Strategic Plan (or Summary)
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.
- Form 100 may be submitted if exempt from 102.

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

- VA Form 102 info and database:
Review Process

Following the grant application deadline:

• ArtsFairfax staff confirms 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.

• Eligible applications are evaluated by panel review.
  – Panelists are arts professionals with relevant knowledge and expertise
  – We welcome suggestions and volunteers.
Review Process continued

• Panelists will meet in person or online.
  – Applicants will be able to observe virtually.
  – Applicants can submit a correction form during the meeting.
• ArtsFairfax Board of Directors makes the final funding decisions
  – Based on the evaluations by the panels and the overall goals of the Grant Program and of ArtsFairfax.

Role of 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

• Panels are usually comprised of 3-5 individuals
• Panelists 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.

Equally Weighted Criteria:
1. Organization Profile
2. Programs and Services
3. Community Engagement
4. Organizational Effectiveness
5. Financials

• Different criteria for the 2 applications
  – for Small Organizations
  – for Medium and Large Organizations
# Evaluation Criteria – Small Organizations

## 1. Organization Profile *(History, Mission, Values, Vision, Goals, Relevance)*

- a) Does the applicant provide clear, specific, and thorough evidence of vision, mission, goals, and evolution over time?
- b) Does applicant use demographic data to describe their service area, leadership, audience/participants and how the community informs their identity, mission, and programs?

## 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) Does the applicant offer public artistic activities that reflect the diversity of the population of Fairfax County?

## 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 elderly, the disabled, minorities, ethnic communities, and those in underserved areas?
- b) Is there evidence of effective marketing of the organization’s programs?

## 4. Organizational Effectiveness *(ability to successfully manage resources)*

- a) Is the organizational management (staff, artistic leadership, Board, volunteers, partners) successful in carrying out the mission, and goals and/or strategic plan?

## 5. Financials

- a) Is the applicant financially stable; and/or does the application explain changes in finances due to the pandemic and steps being taken or planned, to address needs and changes?
- b) Does the applicant utilize sound financial controls and reporting procedures?
- c) Does the applicant maintain a diversity of funding sources, including earned and contributed income?
- d) Does the applicant employ fundraising strategies appropriate for the size of the organization and the community served to ensure sustainability.
1. Organization Profile (History, Mission, Values, Vision, Goals, Relevance)
   a) Does the applicant provide clear, specific, and thorough evidence of vision, mission, goals, and evolution over time?
   b) Does the applicant use demographic data to describe their service area, leadership, audience/participants as well as how the community informs their identity, mission, and programs?

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) Does the applicant offer public arts activities that reflect the diversity of the population of Fairfax County?
   c) Are the applicant’s efforts to understand Fairfax County’s diversity and respond to the community it serves evident? Does explanation clearly and thoroughly illustrate the creative process, which includes creative roles, responsibilities, and authentic constituent collaboration, where constituents are essential in the artistic decision-making process?
   d) Is the organizational success story clear and does it explain why it is considered successful in terms of aesthetic attributes, evaluation, and outcomes?
   e) Do the programs demonstrate support for and stimulation of artistic growth and excellence?
   f) Do the programs offer the public greater access to underrepresented artists and art forms?
   g) Does the applicant demonstrate artistic excellence as shown by the qualifications, background, and experience of the artists?
   h) Are there clear examples of positive critical response to the organization’s performances, exhibits, and other artistic work?
Criteria – Medium and Large Organizations Cont.

3. **Community Engagement** (an organization's ability to meaningfully engage with its community to achieve its mission)
   a) Is the applicant building support for the organization's mission and activities by connecting with stakeholders (arts collaborators, participants/audiences, funders, and/or non-arts partners)?
   b) Is there evidence of effort to improve and evaluate program quality involving staff, board, artistic personnel, and diverse constituents?
   c) Is access to the arts for all residents of Fairfax County, especially underserved populations (youth, the elderly, the disabled, minorities, ethnic communities, and those in underserved areas) evident in programs and outreach activities?
   d) Is there evidence of effective marketing of the organization’s programs?

4. **Organizational Effectiveness** (ability to successfully manage resources)
   a) Is the staffing structure (staff, artists, board, volunteers, partners) successful in carrying out the mission, and goals and/or strategic plan?
   b) Does the organization reflect the diversity of its service area and that of the county in its policies, programs, leadership, and personnel?
   c) Does the applicant have clear priorities and mechanisms to regularly identify, evaluate, and address staffing, training, planning, evaluation, and finances that are both sustainable and aligned with growth or change?

5. **Financials**
   a) Is the applicant financially stable?
   b) Does the applicant utilize sound financial controls and reporting procedures?
   c) Does the applicant maintain a diversity of funding sources, including earned and contributed income?
   d) Does the applicant employ fundraising strategies appropriate for the size of the organization and the community served to ensure sustainability?
ArtsFairfax Grant Applicant Resources

Download and view on the ArtsFairfax website:

• Grant Guidelines (2 versions)
• Information Session recording and slides
• Online Application Instructions
• Application Questions in Word (2 versions)
• Activities Table in Excel
• Financials Table in Excel
• Model Application
• Required Document Checklist & Question-Criteria Matrix
• Financials Webinar recording
• Recent Recipients of Operating Support Grants
• Resource Links
Distribution of arts organizations in Fairfax County, City of Fairfax, and City of Falls Church

- Franconia (Lee), Mt Vernon, and Springfield Districts are relatively underserved by the arts.
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 Click Here
- 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/1ltaNenf_VEUSwUljiWlaVw3wSCXZt8KnU/view?usp=sharing](https://drive.google.com/file/d/1ltaNenf_VEUSwUljiWlaVw3wSCXZt8KnU/view?usp=sharing)
The Panel Perspective

Damian Sinclair is a development professional with over 25 years experience in the non-profit arts sector. He is Director of Development with NOVA Foundation. He reviewed Operating Support Grant applications in FY23 and offered to share his insights with applicants.
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 and define acronyms.

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 documentation.

Have someone new proofread the application before submitting.

Start your application early!
Terms & Conditions

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

- Grant Period
- Organizational Eligibility
- Organization Profile
- Grant Amount ($1000 - $60,000)
- Addendum
- Matching Requirement
- Use of Funds
- Acknowledgement of ArtsFairfax Funding

- ArtsFairfax Directory and Calendar
- Announcement of Award
- Payment and Reporting Procedures
- Record Keeping
- Cancellation
- 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.

- 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 30 days 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)
Grant timeline

- April 24, 2023 – Application Deadline
- May 24-26, 2023 – Panel Meetings
- August 2023 – Announcement of awards and 70% payment
- September 2023 – Final 30% payment
- August 1, 2024 – Final Report Due
Submitting Your Application

• SUBMIT BY April 24, 2023 at 11:59 pm (midnight)
  – Late applications will not be accepted

• Organization Profiles and Applications must be submitted online through the ArtsFairfax Online Application Portal
  – https://artsfairfax.submittable.com/submit

• Prior submissions can be viewed on your account submissions page
  – https://manager.submittable.com/user/submissions

• Tips:
  – Collaboration Feature
    • Multiple people can work on an application simultaneously
  – Complete Organization Profile first in order to upload PDF to the application
Questions

Please type questions in the chat or raise your zoom hand if you have a question.
Contact Us

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Mark Your Calendars

Capital One Hall Community Arts Partnership Information Session
March 15 at 6pm
at Capital One Hall
Register at ArtsFairfax.org