



2017-2018 GRASSROOTS GRANT INSTRUCTIONS

2017-2018 Season Grant Application is due on Monday, July 3, 2017.

**All applications must be completed online and submitted to the Chatham Arts Council by Midnight.
www.ChathamArtsCouncil.org**

This copy is for reference only. Late applications will not be accepted.

Please contact Danielle DuClos at danielle@chathamartscouncil.org
if you have questions about your application.

Grassroots Grant Overview

Since 1977, the N. C. Arts Council's Grassroots Arts Program has provided North Carolina citizens access to quality arts experiences. The program distributes funds for the arts in all 100 counties of the state primarily through partnerships with local arts councils. The Chatham Arts Council serves as the NC Arts Council's partner in awarding subgrants to local organizations for arts programs in Chatham County.

Who may apply?

To be eligible, your organization must be able to answer **YES** to all of the following questions:

- Are you an organization?
- Have you been in operation for at least one year? (501(c)3 status is preferred, but not required.)
- Do you have an arts mission—or do you have a program that uses the arts to help accomplish your mission?
- Are you based in Chatham County?
- Do you carry out your work in Chatham County?
- Can you submit your application and support materials by July 3, 2017?

What can we apply for?

Cash! Cash grants usually range between \$500 and \$2500. We prefer to award gifts of \$500 or greater for two reasons: (1) We want our grants to have strong impact, and (2) There is significant required reporting for the subgrantee.

What activities are eligible?

Grassroots Arts Program funds may be used for expenditures to conduct quality arts programs or to operate an arts organization.

Typical uses of Grassroots money include:

- Program expenses such as artists' fees and travel, space rental, advertising, marketing and publicity, website and electronic media, scripts, costumes, sets, props, music and equipment rental or purchase.

- Operating expenses for arts organizations, including salaries, telephone, office supplies, printing, postage, rent, utilities, insurance and equipment rental or purchase.

Two particular areas of interest for the Chatham Arts Council are (1) local artist fees/fair payment of artists and (2) outreach to diverse and/or underserved communities.

Who gets funding priority?

- The **first priority** of the Grassroots Arts subgrant program is to provide operating or program support to qualified arts organizations including theaters, symphonies, galleries, art guilds, choral societies, dance companies, folk arts societies, writers groups and arts festivals. We're talking about groups whose mission is all about making and sharing art. Grassroots funds are not generally awarded to arts organizations that receive funding through the N.C. Arts Council's General Support Program.
- The **second priority** of the Grassroots Arts subgrant program is to support arts learning and arts-in-education programs conducted by qualified artists. These can be artist residencies in schools, after school summer camps, or adult arts learning classes.
- The **third priority** of Grassroots Arts subgrants is to support community organizations that provide quality art experiences for the greater community. These programs must be conducted by qualified artists—and if they're local artists, that's even better. But these local artists can't already be on your organization's staff! We can't support your non-arts org's payroll with these grants.

What are the policies for specific types of organizations?

- Tribal organizations that receive grassroots funds must represent state or federally recognized tribes.
- Colleges, universities, civic organizations, municipalities, and libraries may receive grants for arts programs that are community-based or generate regional arts involvement. Grants may not support their internal programs, administration, or operation expenses (library books, band boosters, equipment purchases).
- Religious organizations or churches may not receive grassroots funds unless the programs are presented outside regular church services, engage the larger community, and do not contain religious content.
- Grassroots funds may not be used for activities associated with a school's internal arts programs such as in-school student performances, the purchase of art supplies, or student arts competitions and publications.

What will the Grassroots Arts Program decline to support?

- Subgrants may not be awarded to individuals or to organizations for prizes or tuition, including scholarships and financial awards.
- Grassroots Arts Program money may not be used for the following kind of expenditures:
 - Art, music, and dance therapy
 - Art supplies for classes or camps
 - Fundraising events
 - Artifacts
 - High school band activities or equipment
 - Artwork
 - Interest on loans, fines, or litigation costs
 - Capital expenditures
 - Lobbying expenses

- Contingency funds
- Oral history and history projects
- Deficit reduction
- Tuition for academic study
- Food or beverages for hospitality or entertainment functions

When does my project need to take place?

The activity must occur between July 1, 2017 and June 30, 2018. Retroactive grant applications (for activities that occurred between July 1 and the Grassroots Grants Award announcements on September 30) are allowable, but they do not tend to score as well with grant panels. If you'd like to apply for support of a multi-year project, you can apply for the phase of the project that will happen in Fiscal Year 2017-18.

Is there a matching requirement?

Yes. All subgrantees are required to match their grant amounts dollar for dollar. The funds must come from other public or private sources. Other N. C. Arts Council funds cannot be used as a match.

What is required of Grassroots Grant Recipients?

Each grant recipient will:

- **Complete the Grassroots Grant contract.** The contract must be submitted to the Chatham Arts Council with a copy of your organization's **Conflict of Interest Policy, Certification of No Overdue Taxes, Board List, W9, and By-Laws.**
- **Use the Chatham Arts Council logo in all relevant publicity.** This includes listings in print materials, email blasts, web pages, and news releases. The Chatham Arts Council logo will be sent digitally to grant recipients at the time of the award announcements.
- **Use the North Carolina Arts Council logo and grant acknowledgement line in all relevant publicity.** This includes listings in print materials, email blasts, web pages, and news releases. The NC Arts Council's Web site offers information and downloadable logos, at www.ncarts.org.
- **Thank Chatham County senators and representatives in writing for appropriating state funding for the arts.** The letter should provide info about how Grassroots funds were used to support your program or project—as well as the community impact of the event. Copies of letters to legislators must be included in the subgrantee's final report.
- **File final reports on the use of the grant in a timely and thorough manner.** Each subgrantee is required to submit a final report providing a detailed description of the funded project, participation statistics and demographics, sample marketing and program materials using the N. C. Arts Council and Chatham Arts Council logos, and copies of their legislative letters. The Subgrant Report form must be completed and submitted via the Chatham Arts Council website, www.ChathamArtsCouncil.org by May 31, 2018.

The Grassroots Grant Program is made possible by individual contributions to the Chatham Arts Council's general operating fund—and by the Grassroots Arts Program of the N.C. Arts Council, a division of the Department of Natural and Cultural Resources, with funding from the National endowment for the Arts.



Each application will receive a numeric score for each of the criteria ranging from 1 to 5 (1 being lowest, 5 being highest).

- Artistic quality of proposed project or programs
- Community impact of project or programs
- Ability to plan and implement project
- Stability and fiscal responsibility of the organization
- Involvement of more than one racial/ethnic group
- Fair payment to artists

These notes are intended to help applicants understand the kinds of information that panelists look for when they score an application. We hope this will help you select and frame the project you choose for your application!

Criterion 1: Artistic quality of proposed project or programs

- Do the primary artists (includes directors, designers, conductors, instructors, as well as performers or visual artists) have the skills and experience necessary to create a quality art presentation or experience? **This one gets a lot of discussion at the panelists' table!**
- If the proposal is to support the creation and/or presentation of art, is it likely to be a quality experience for the audience, given the credentials and past experience of the artists involved?
- If the proposal is to support an activity—on-going rehearsals, classes, critique sessions, improvisation sessions—is it likely to be a rewarding experience for the participants, given the credentials and past experience of the artists participating and leading?

Criterion 2: Community impact of project or programs

- Who will benefit from the project and how? What percent of these people are from Chatham County?
- Is this activity already provided elsewhere in Chatham County? Is there a community audience/need for this program?
- Is the primary audience people who attend the event or people who participate in the event?
- Does the event have a ripple effect, where the benefit might spread beyond the immediate audience?
- Will it develop a new audience for the arts in Chatham County? Will it create a new partnership between agencies?

Criterion 3: Ability to plan and implement project

- Does this activity fit within the mission of the applicant?
- Is the proposal realistic? Does the applicant appear to have access to the resources necessary to carry it out? Resources include people with appropriate organizational and artistic skills and experience, cash, in-kind services and donations, facilities, time.
- Has the applicant undertaken this activity before? If so, with what success?
- Has the applicant attracted desired audience/participants in the past?
- Has the actual income/expense of past projects been reasonably close to the budgeted income/expense?
- What has the organization learned from past experience?

Criterion 4: Stability and fiscal responsibility of the organization

- Has the applicant conducted programs or activities successfully in the past?
- Has the applicant been able to maintain a positive fund balance?
- Is the applicant currently in a deficit situation? If so, do they have a strategy for eliminating the deficit? Have they successfully implemented this strategy over more than one year?
- If the applicant has received a grant from the Chatham Arts Council in the past, have they been able to carry out the proposed activity and submitted complete applications, contracts and final reports by required deadlines? **Also a big one!**

Criterion 5: Involvement of members of more than one racial/ethnic group

- Which racial/ethnic groups or communities in Chatham County will this serve?
- Is the membership/participant group racially/ethnically diverse? Is the audience racially/ethnically diverse?
- Is the applicant's staff, board, or advisory group racially/ethnically diverse?
- Does applicant's programming present art created in different cultures?
- What specific strategies does the applicant employ to foster and maintain diversity? What specific strategies has the applicant planned to increase diversity in any of these areas?

Criterion 6: Fair payment to artists

- Are artists being paid something for their work on this project?
- Do participating artists incur expenses to be part of this project (materials, gas, publicity)?
- Are the artists local, if qualified local artists in this art form are available?



2017-2018 GRASSROOTS GRANT APPLICATION

PLEASE NOTE: THIS IS A HARDCOPY VERSION OF THE ONLINE APPLICATION, PROVIDED SOLELY AS A TOOL TO PREPARE INFORMATION IN ADVANCE. ALL APPLICATIONS MUST BE SUBMITTED THROUGH THE ONLINE GRANTS APPLICATION PAGE AT www.chathamartscouncil.org. YOUR ONLINE APPLICATION WILL BE SAVABLE AS A WORK IN PROGRESS. ONCE YOU COMPLETE THE FIRST PAGE OF YOUR APPLICATION ONLINE, YOU WILL SEE A MESSAGE WITH A LINK TO REVISIT YOUR APPLICATION. COPY AND SAVE THIS LINK—IT WILL ACCESS YOUR APPLICATION FOR 30 DAYS.

1. Applicant Organization Information

Name of Applicant Organization _____
Date Organization Founded _____ Fiscal Year End Date _____
Web Site Address _____
Mailing Address _____
City _____ County _____
State _____ Zip Code _____

IN THE ONLINE APPLICATION, AT THIS POINT YOU WILL BE ASKED TO UPLOAD YOUR ORGANIZATION'S 501(C)(3) LETTER.

Contact Person's Name _____
Contact Person's Title _____
E-mail Address _____
Work Phone _____ Home Phone _____
Cell Phone _____ Fax Number _____

2. Request Description

Grant Amount Requested: \$ _____
Project Start Date: _____ (no earlier than July 1, 2017)
Project End Date: _____ (no later than June 30, 2018)
Project County: _____

3. PROJECT QUESTIONS

Please note: for convenience, we refer to your ‘project’ but you still may choose to apply for funds for operational use.

Please be concise and specific throughout. No need to add flowery language! Remember that your panelists have a lot to read and you want them to understand the essence of your application. Besides, you have plenty of other work to do too, right?

1. Project Title and one-sentence description? (120 character max)
2. What are the two most important goals of your project? (450 character max)
3. What are the demographics—including estimated total numbers—of your intended participants? [audience and participants & artists] (450 character max)
4. Where will the project take place? (300 character max)
5. What are the project activities? Please describe each activity of the project in two sentences or less. (450 character max)
6. Who are the artists to be involved in the project, how and why they were chosen, and what will be the rate of payment for their services? (If you have not yet selected the artists, please describe the kinds of artists you intend to involve and how you will select them.) **This is important. Just want to emphasize that.** (300 character max)
7. How do you plan to publicize and promote your project to reach intended participants? Please use a specific, bulleted list to answer this question. (Example: “Communication with our members” is okay. “Email blasts to members” is good. “Four email blasts to our 650 members” is awesome.) (300 character max)
8. What are three measureable statements by which you will evaluate this project? (Example: “We have strong attendance” is not so fabulous. “More young people come than last year” is better. “At least 15% of our audience is under 50” is awesome.) (400 character max)
9. What are your top three strategies for creating a quality arts experience? Please describe each in two sentences or less. (300 character max)
10. In two sentences, what’s the biggest lesson you learned from the last time you conducted this (or a similar) project? In two more sentences, what will you do this time to improve? (300 character max)
11. In two sentences, how do you plan to maintain or develop involvement of racially/ ethnically diverse individuals in this project? (450 character max)
12. In five sentences or less, how is your project and/or work is unique and necessary in Chatham County? **This one is a big deal, too, y’all.** (450 character max)

Special instructions for public schools, colleges, universities, and other governmental or community agencies: Address all organizational profile questions for only the arts component of your agency. Attach arts component statements/budgets only.

4. Budget Information

Please attach complete income and expense statement (an audit may be substituted) for your last fiscal year and complete operating budgets for the current fiscal year and next fiscal year. Public schools and other large governmental or community agencies should attach arts program financial information only. Please copy the totals from these attachments in the spaces below.

In this section you will be prompted to upload the previous year's actual income and expense statement, along with a projected or actual income and expense statement for the current year, and a projected income and expense statement for the upcoming year.

FY2016	FY2017**	FY2018
Actual Income \$ _____	Income \$ _____	Projected Income \$ _____
Actual Expenses \$ _____	Expenses \$ _____	Projected Expenses \$ _____
<input type="checkbox"/> Complete Statement Attached	<input type="checkbox"/> Complete Budget Attached	<input type="checkbox"/> Complete Budget Attached

For FY2017, we realize you may not yet have final numbers. Please submit *either* projections or actuals for FY2017, depending on which is easier for you at the time of the application.

5. Organization Mission & Strategy

Does your organization have a business plan or a strategic plan? _____ If you select 'yes', you will be prompted to upload the plan.

Mission, History, Programs and Services

- What is your organization's mission? (300 characters max)
- In what year did your organization form?
- In ten words or less, who does your organization primarily serve? (100 characters max)
- List your most important two or three programs/services, and describe each with one or two sentences only. (300 characters max)

Please provide the information in items 6, 7, 8, + 9 for fiscal year 2016-2017 about your organization—not just your project. If you don't have exact numbers, please estimate to the best of your ability.

6. Organization Demographics

Total number of audience/participants for all arts programs and activities: _____

Of this number, approximately what percent are:

Black/African American	_____%	Youth	_____
Asian/Asian American	_____%	Website Hits	_____
Native American/Alaska Native	_____%	Siler City residents	_____
Native Hawaiian/Pacific Islander	_____%	Pittsboro residents	_____
Hispanic/Latino	_____%	Other Chatham residents	_____
White, not Hispanic	_____%	Non-Chatham residents	_____

7. Volunteers

Approximate Total Number of Volunteers working with your organization: _____

Approximate Total Number of Hours contributed by volunteers annually: _____

8. Staff/Contractors

Total number of full-time employees _____

Total number of part-time employees _____

Total number of artists under contract _____

Total amount paid to artists under contract _____

Of the total number of staff/contractors, how many are:

Black/African American	_____	Native American/Alaska Native	_____
Asian/Asian American	_____	Native Hawaiian/Pacific Islander	_____
Hispanic/Latino	_____	White, not Hispanic	_____

9. Board

Total number of board members: _____

Here you will be prompted to upload a one-page, current list of your Board of Directors with their affiliations.

Of the total number of board members, how many are:

Black/African American	_____	Native American/Alaska Native	_____
Asian/Asian American	_____	Native Hawaiian/Pacific Islander	_____
Hispanic/Latino	_____	White, not Hispanic	_____

10. Financial Information

Please provide a projected budget for your proposed activity utilizing the format below. If this is an operating grant this budget will be your FY17-18 annual budget.

Project Expenses	Cash Expenses	=	Grant Amount Requested	+	Applicant Cash Match
A: Personnel					
Administrative staff	_____		_____		_____
Artistic staff	_____		_____		_____
Technical/Production staff	_____		_____		_____
B: Outside Fees and Services					
Artistic contracts	_____		_____		_____
Other contracts	_____		_____		_____
C: Space Rental	_____		_____		_____
D: Travel	_____		_____		_____
E: Marketing	_____		_____		_____
F: Remaining Project Expenses	_____		_____		_____
G: Total Cash Expenses	_____	=	_____	+	_____

Project Income	Cash Income
A: Admissions	_____
B: Contracted Services Revenue	_____
C: Other Revenue	_____
D: Private Support	_____
Corporate support	_____
Foundation support	_____
Other private support	_____
E: Government Support	_____
Federal	_____
State/regional (not including this request)	_____
Local	_____
F: Applicant Cash	_____
G: Grant Amount Requested	_____
in this application	_____
H: Total Cash Income	_____
(must equal Total Cash Expenses, Item G above)	

11. Grant acknowledgement opportunities

Year-round acknowledgement of the donors and legislators who provide funding for the Grassroots Grant Program is critical to the on-going strength of the program. Please check each credit line option that your organization can provide to recognize the support of the Chatham Arts Council and the North Carolina Arts Council with insertion of the CCAC logo, NCAC logo, and/or text credit line (credit line and logos are below):

- Website Home Page logo or listing
- Facebook Page logo or listing
- Other Social Media, please describe: _____
- Program/playbill logo or listing
- Printed newsletter
- E-blast newsletter
- E-blast invitation and announcements
- Event/exhibition flyers/brochures
- Event/exhibition poster
- Curtain speech at each event/performance
- Lobby display
- Logo include on all media ads inc. TV
- Audio credit line included in radio/TV ads
- Other (please describe)



This program was made possible by the Chatham Arts Council and the N.C. Arts Council, a division of the Department of Natural and Cultural Resources, with funding from the National Endowment for the Arts.



FY17-18 Grassroots Grants Checklist + Certification

This document is required as part of the completed application!

Checklist

Each item listed on these two pages (this and the prior page) must be submitted online for your application to be complete. Please check this off for yourself as you proceed, and make sure you sign the certification online at the completion of your application.

- Completed Application Form**
 - Question List:** As requested in Item 3 on Page 7.
 - Actual Income/Expense Statement for FY2016:** As requested in Item 4 on Page 8.
 - Projected Income/Expense Budget or Actual Income/Expense Statement for FY2017.** As requested in Item 4 on Page 8.
 - Projected Income/Expense Budget for FY2018.** As requested in Item 4 on Page 8.
 - Copy of your IRS determination letter for tax-exempt status or letter organization acting as fiscal agent**
 - Organizational Business or Strategic Plan** (if you answered YES to Item 5 on Page 8)
 - Current list of Board of Directors including names and professional affiliations**
-

Certification

We understand that failure to respond to any of the above items may adversely affect the consideration of this application. We certify that we are committed to the completion of the proposed project in compliance with legal requirements and granting procedures. We certify that the information contained in this application, including attachments and supporting materials, is true and correct to the best of our knowledge.

Name and Position of Authorizing Official _____

Signature of Authorizing Official _____ Date _____

Name and Position of Contact Person _____

Signature of Contact Person _____ Date _____