Grassroots Arts Program Subgranting Workshop
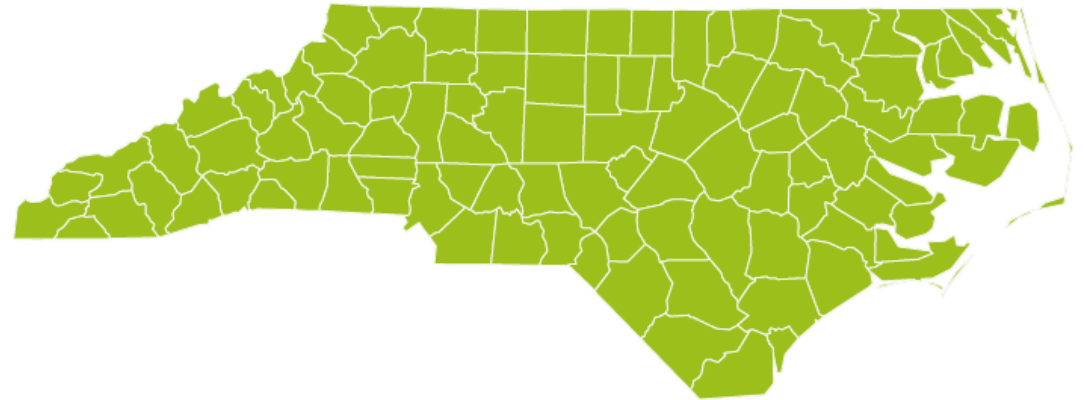
Robeson County Arts Council

North Carolina Arts Council

Grassroots Arts Program

The Grassroots Arts program is a partnership between local arts councils and the North Carolina Arts Council. All 100 counties in N.C. receive program funds.

Grassroots Arts Program

In counties with populations of 50,000 or more, the local arts council will distribute 50 percent of the Grassroots funds to local arts organizations through a competitive grant process.

Racial and Cultural Diversity

- Grassroots partners are required to spend a percentage of their grant on programing that reflects African America, Asian American, Latino, and Native American cultures.

- The minimum amount is included on the County Allotment chart annually

- Priority may be given to subgrant applicants that meet this requirement.

Image Courtesy
Arts & Science Council

Racial and Cultural Diversity

The requirement can be met in several ways:

1. Grassroots Partner can hire artists or ensembles of color to conduct arts programs.

2. Grassroots Partner can award subgrants to multicultural organizations. The organization does not have to be an arts organization, but the funds must be used for arts programming.

3. The Grassroots partners can award subgrants to other organizations to hire artists or ensembles of color to conduct arts programs.

Eligibility for Application

- While nonprofit status is preferred, organizations that have been in operation for a least one year may apply.
- All organizations must reside and carry out projects in ==Robeson County.==
- Projects must take place between July 1, 2024 and June 15, 2025.
- Only complete applications received by the due date will be considered.

Subgrant Requirements

- Matching Requirement
  - One – to – one cash match
- N.C. Arts Council and Local Arts Council Recognition
  - Logos and credit line according to guidelines
- Reporting Requirements
  - Final Report to RCAClumberton@gmail.com
  - Thank you letters to state legislators
  - No Overdue Tax Form

What the Grant Will Fund

- Program expenses for projects of high artistic merit including artist fees and travel, space rental, marketing, advertising, costumes, sets, props, music and equipment rental.

- Limited operating expenses for arts organizations only.

What the Grant Will NOT Fund

- Individual applicants

- Art supplies

- Fundraising events or expenses

- Food or beverages

- Prizes, tuition or scholarships

- School band activities or equipment

- Purchase of artwork

- Internal programs for schools, colleges, universities, or libraries

- Programs with religious content

The Application

Organizational Information & Project Description

I.   Organization Information

Name of Organization _____

Contact Person's Name_____

Contact Person's Title _____

Mailing Address _____ City _____

State: North Carolina   Zip Code _____ County_____

Work Phone (____) _____ Fax Number (____) _____

E-mail Address _____

Website _____

Organization's EIN_____

Organization's UEI_____

Applicant Race_ Please select one

Please give a brief description of your organization, including mission, board and staff composition, current arts programs and services and number and kinds of people served. Public schools and other large governmental or community agencies should provide a description of their arts program only rather than the entire organization.

Organizational Finances:

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.

Last Year Actual FY 2022-2023   Current Year FY 2023-2024   Next Year FY 2024-2025

Actual Income $ _____   Income $ _____   Projected Income $ _____

Actual Expenses $ _____   Expenses $ _____   Projected Expenses $ _____

II.   Project Description

Grant Amount Requested: _____

Project Start Date: _____

Project End Date: _____

Project Narrative:

Please attach a narrative providing the information requested below for the project you propose. Please be concise and specific as possible:

1. Project title or summary description

2. Project goals

3. Description of intended participants/audience, including estimated numbers and racial and cultural composition

4. Location where project will take place

5. Description of project activities

6. Description of the artists to be involved in the project, how and why they were chosen and, if appropriate, the rate of payment for their services (If you have not yet selected the artists, describe the kinds of artists you intend to involve and how you will select them.)

7. Description of how the project will be publicized and promoted to reach intended participants

8. Description of how you will evaluate the project

Audience and Location

- **Description of intended audience or participants:**

  - Be specific: "We expect the community participation to be 200 adults and 300 middle-school-aged children, with approximately 64% Caucasian and 46% to be African American."

- **Location of project**

Project Description

- **Project title or summary description**
    - Why should the project be funded?
    - Include any community partnerships

- **Project Goals**
    - What will participants learn or gain from the arts experience?
    - How will the project impact the community?

Activities and Artists

- **Description of Project activities**

  - For example: Each art camp student will engage in a rotating schedule of visual and performing arts classes. This includes 20 hours a week of instruction, with at least 10 hours devoted to sculpture, drawing and painting and 10 hours to dance, theatre and musical instruction.

- **Description of the artists involved**

  - How they were chosen (include credentials in narrative)
  - Rate of Payment
  - If the artists have not been chosen yet, describe the process for choosing artists.

Marketing and Evaluation

How the project will be publicized and promoted

- Specific outreach to include intended audience?
- Community Partner's newsletters?
- Press releases, website, advertising, PSAs

How will the project be evaluated?

- Surveys? Participant feedback?
- Revenue?
- Community Impact?

Project Budget:

Please provide a projected budget for your proposed project utilizing the format below.

Project Expenses	Cash Expenses	=	Grant Amount Requested	+	Applicant Cash Match
A. Personnel					
1. Administrative Staff	0				
2. Artistic Staff	0				
3. Technical/Production Staff	0				
B. Outside Fees and Services					
1. Artistic Contracts	0				
2. Other Contracts	0				
C. Space Rental	0				
D. Travel	0				
E. Marketing	0				
F. Remaining Project Expenses	0				
G. Total Cash Expenses	0	=	0	+	0

Project Income

A. Admissions	
B. Contracted Services Revenue	
C. Other Revenue	
D. Private Support	
1. Corporate Support	
2. Foundation Support	
3. Other Private Support	
E. Government Support	
1. Federal	
2. State/Regional	
3. Local	
F. Applicant Cash	
G. Grant Amount Requested in this application	
H. Total Cash Income (Must at least equal Total Cash Expenses, Item G above)	0

Project Budget:

Please provide a projected budget for your proposed project utilizing the format below.

Project Expenses	Cash Expenses	=	Grant Amount Requested	+	Applicant Cash Match
A. Personnel					
1. Administrative Staff	_____		_____		_____
2. Artistic Staff	_____		_____		_____
3. Technical/Production Staff	_____		_____		_____
B. Outside Fees and Services					
1. Artistic Contracts	_____		_____		_____
2. Other Contracts _____	_____		_____		_____
C. Space Rental	_____		_____		_____
D. Travel	_____		_____		_____
E. Marketing	_____		_____		_____
F. Remaining Project Expenses	_____		_____		_____
G. Total Cash Expenses	_____	=	_____	+	_____

Project Income

A. Admissions _____

B. Contracted Services Revenue _____

C. Other Revenue _____

D. Private Support

    1. Corporate Support _____

    2. Foundation Support _____

    3. Other Private Support _____

E. Government Support

    1. Federal _____

    2. State/Regional _____

    3. Local _____

F. Applicant Cash _____

G. Grant Amount Requested in this application _____

H. Total Cash Income (Must at least equal Total Cash Expenses, Item G above) _____

Evaluation

How Applications are Evaluated

Subgrant Panels

- Panel of community members review each grant

- Panelists base funding decisions on the quality of the grant application, not on their relationship with, or knowledge of the organization

- Panelists review overall completeness of the grant and score applications on specific criteria

Criteria

- Artistic quality of the proposed project
- Community impact of project or program
- Ability to plan and implement project
- Stability and fiscal responsibility of the organization

Priorities for Funding

- The **first priority** is to provide program or operating support to qualified arts organizations (where they exist), such as theaters, symphonies, galleries, art guilds, choral societies, dance companies, folk arts societies, writer's groups, and arts festivals. Subgrants of Grassroots funds may not be awarded to arts organizations that already receive operating support directly from the N.C. Arts Council.

- The **second priority** funds is to support arts learning and arts-in-education programs conducted by qualified artists. These can be artist residencies in schools, after-school programs, summer camps, or adult arts learning classes. 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 supplies, or student art competitions and publications.

- The **third priority** is to support other community, civic, and municipal organizations that provide high-quality experiences for the greater community. These programs must be conducted by qualified artists.

If you get funded...

- Your organization will enter into a contractual agreement with Robeson County Arts Council

- Submittal of No Overdue Tax Debts Form

- Your organization will complete a final report by June 30 with:
  - Audience numbers
  - Audience demographics

- Demonstrate use of N.C. Arts Council logo and credit line on promotional materials

- Grant payments may be distributed in installments

- Keep local arts council updated on the progress of your program. If something changes and you can't use all the funds, your local arts council must know by April. They will need to roll the funds into one of their programs.

- **NOTE: Late final reports=no funding next grant cycle.**

Questions?

If you need help with your application, or have specific questions, contact:

Jonathan Brewington

RCAClumberton@gmail.com

North Carolina Arts Council
www.NCArts.org

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NATURAL AND CULTURAL RESOURCES

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