Grassroots Arts Program Subgranting Workshop

Robeson County Arts Council

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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.

- 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.

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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, 2022 and June 15, 2023.

- 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 Robeson County Arts Council.
  - Thank you letters to state legislators
  - No Overdue Tax Form

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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.

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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

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The Application

Organizational Information & Project Description

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Grassroots Arts Program
Subgrant Application
FY 2022-2023

Submit this report to your funding agency. It should not be submitted to the North Carolina Arts Council.

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_____

Applicant Race_____

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 2021-2022 _____   Current Year FY 2022-2023 _____   Next Year FY 2023-2024 _____

Actual Income $ _____   Income $ _____   Projected Income $ _____

Actual Expenses $ _____   Expenses $ _____   Projected Expenses $ _____

Remember to include a financial statement from your most recent completed FY

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II. Project Description

Grant Amount Requested: _____

Project Start Date: _____ (No earlier than July 2022)

Project End Date: _____ (No later than June 15, 2023)

<u>Project Narrative:</u>

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

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?

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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

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.

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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?

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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) _____

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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 must 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

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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

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Priorities for Funding

- <u>First Priority</u>: Arts organizations like symphonies, galleries, theaters, art guilds, choral societies, dance companies and music presenters that are *not* receiving any other funding through the N.C. Arts Council.

- <u>Second Priority</u>: Arts learning and arts in education programs conducted by qualified artists.

- <u>Third Priority</u>: Civic, municipal or community-based organizations providing quality art experiences for the greater community.

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If you get funded…

- Your organization will enter into a contractual agreement with < arts council name>
- 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.

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Questions?

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

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