



2020 ARTIST GRANT GUIDELINES

CultureWorks' mission is to drive a vibrant community by inspiring, enabling and cultivating world-class arts and culture. Primary strategies to serve the community include:

- Engaging the community in arts and culture.
- Providing assistance, funding opportunities and support, to artists and 501c3 nonprofit organizations.
- Increasing the impact of arts and culture by advocating for the ecosystem and strengthening the community of artists and organizations.

The Annual Grants Program provides funding for professional artists, and initiatives that benefit the Richmond and Tri-Cities Region. Specifically the cities of Richmond, Colonial Heights, Hopewell and Petersburg, along with the counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent and Powhatan, and Ashland.

Artists of all disciplines (performing, visual, media, cultural, literary, etc.) are welcome to apply and can receive up to a maximum of \$3,000 to fund projects or initiatives.

DEADLINES

Application Opens: Monday, January 6, 2020 at 9:00 am

The Annual Grant Program applications will be completed and submitted through an online system accessible at <https://richmondcultureworks.org/grants/>.

Application Deadline: Thursday, February 27, 2020 at 11:59 PM EST

NO EXCEPTIONS WILL BE MADE

It is highly recommended that you complete your online application process prior to the deadline, to ensure there is proper time to submit your application. NOTE: The most successful proposals we have received have clear evidence that significant time was spent in preparation of the narrative, the budget and all sections of the application. We advise applicants not to wait until the final day to start their application process or to submit their application in the last few minutes before the deadline.

Internal and Community Panel Review: March-May 2020

Grants are reviewed and evaluated by a panel comprised of community volunteers with diverse experience and relevant expertise.

Grant Awards: June 2020

Award notifications will be emailed by the last week of June with grant checks distributed July 2020.

Grant Funding Period: July 1, 2020 – June 30, 2021

A mid-year progress report is due December 31, 2020. Grant recipients will be expected to complete their grant activities and submit a final report 30 days after completing the awarded project or initiative, with all reports due no later than 30 days after the end of the funding period or by July 30, 2020. Final reports must be completed and submitted through the online application system.

FUNDING FOCUS AREAS

Building Capabilities funding supports opportunities which pertain to the recipient's effectiveness and overall growth as an artist. Requests must be made for a particular initiative, not for general support. Building Capabilities grants for artists are limited to a maximum of \$3,000. Sample initiatives that may be eligible for this funding include:

- Building infrastructure
- Enhancing relationships

- Planning strategically
- Improving technology

Cultural Equity funding supports arts and culture projects or programming that reach underrepresented populations based on race, ethnicity, age, ability, sexual orientation, gender, socioeconomic status, geography, citizenship status, or religion. A goal of CultureWorks, supported through this area, is to ensure everyone in our community has access to arts and culture, and the opportunity to express their culture through the arts. Sample activities that may be eligible for this funding include:

- Innovative ideas that engage underrepresented audiences in our community's arts and culture.
- Arts and culture events that highlight and promote the art and culture of a particular community underrepresented in the region.
- Arts and culture programming that serves the communities listed above.

Cultural Equity grants to artists are limited to a maximum of \$3,000.

ELIGIBILITY

To be eligible for funding an applicant must:

- Be a professional artist.
The CultureWorks Grant Program defines a professional artist as an individual generally recognized by his/her peers, critics or other professionals as committed to producing art on a regular basis.
Artists of all disciplines - performing, visual, literary, media, etc. - are encouraged to apply.
- Be the lead artist in every aspect of his/her project.
- Maintain a residence in the Richmond or Tri-Cities Region.
- Produce arts and/or culture that benefits, and focuses primarily in the Richmond or Tri-Cities Region.
- Provide a Social Security number upon notification of a grant award.
- Use funding within the fiscal year July 1, 2020 – June 30, 2021.

Also:

- Only one application for one focus area may be submitted.
- Applications for multi-year grants will not be considered. Additionally grants will not be awarded for similar activities in consecutive years.
- Individuals that have received funding for two consecutive grant cycles must wait one cycle before submitting a new application.
- Applicants with incomplete or outstanding grant obligations are not eligible to apply.
- Grant funds will not be disbursed to two or more parties for the same project, program, etc. Collaborative efforts will need to determine one eligible lead person or organization to be the applicant that will be responsible for the application and disbursement of funds to partners and required reporting on the progress of the project if awarded.

APPLICATION COMPONENTS

The following sections must be answered for an application to be considered complete:

1. Title of Request-- required
2. Applicant Contact Information
3. Artist Statement
Provide a general introduction to your work, share your overall vision, sources and inspiration for your work.
4. Project Description
Provide a description of the planned project and activities to take place.

For Building Capabilities:

Describe specifically how the grant funds will be used. Include information on how you identified this need and how it addresses a capability need. Please describe how funds will have an impact on the future of your

artistic or cultural career. Include information on how this will influence your career, address challenges, enhance successes and build on your professional accomplishments.

For Cultural Equity:

Describe specifically how the grant funds will be used. Include information on how you identified this need and which underrepresented population it serves. Please be sure to include information that verifies the intended population is underrepresented. Please include information on how this project will influence your career and build on your professional accomplishments.

5. Goals & Objectives

Describe the specific goals of the project and how these will be achieved.

6. Project Timeline

Outline the key steps and key dates associated with your project.

7. Expertise

Describe how your skills and expertise will allow you to implement the proposed project.

8. Collaboration

If collaborating with outside partners, describe these collaborations or partnerships and how they will assist you in this project, and how they will be managed.

9. Evaluation

Describe the specific outcomes of your project including the process for collecting, analyzing and reporting on the projects impact. Please include how you will determine if the project has been a success.

10. Contingency

Please describe the revision plans if some or all of the requested funding is not received.

11. Project Budget Form

Outline income and expenses relevant only to the grant request.

12. Required Attachments

a. Professional resume (PDF format)

b. Portfolio

Submit work samples which relate directly to the project for which funding is requested or which represent overall professional quality of work - no more than 5 images of your work, 5 minutes of audio or video, or up to 5 pages of written material.

Digital images must be JPG files at 300 dpi. Videos should be AVI or MP4 files. Audio submissions should be as WAV or MP3 files. A YouTube link may also be provided.

Please label files using your last name and a sequential number.

c. Portfolio description (PDF format)

Provide a list outlining the portfolio work samples including: image name, artwork title, year completed, medium, and size.

13. Additional Attachment (if applicable):

Evidence of Agreements with partners identified in the proposal--projects that specify collaborations to provide space and/or participants to implement programs and activities must provide documentation at the time of application to prove that formal permissions have been granted to deliver the program to the organization stated in the proposal, and during the time period stated in the grant.

Example: The executive director (top staff person) of ABC community based non-profit provides a letter on official agency letterhead that states that the artist has been granted permission to implement X program, at X location(s) over X period of time.

To ensure optimal presentation of your proposed project or initiative, we highly recommend that you plan a pre-application discussion with Candra Parker, Director of Grants Program and Development, at candra@richmondcultureworks.org or 804-340-5280 extension #1.

GRANTEE ACTIVITIES & ENGAGEMENT

All funding must be used within the fiscal year July 1, 2020 – June 30, 2021.

Grant funds must be used for the purpose described in the proposal. Any changes or modifications to the purpose must be reported to CultureWorks in advance. Failure to do so may result in forfeiting funds back to the program.

Reporting:

A mid-year progress report is due December 31, 2020.

Grant recipients will be expected to complete their grant activities and submit a final report within 30 days of completing the awarded project or initiative, with all reports due no later than 30 days after the end of the funding period or by July 30, 2020. Final reports will be completed and submitted through the online application system. Tardiness or failure in submitting reports may be viewed as a basis for denying future requests.

Marketing:

Acknowledgement of a CultureWorks grant is required on all materials associated with the funded project (printed or electronic) such as newsletters, programs, press releases, etc. and should be attributed to the CultureWorks Annual Grants Program and the CultureWorks logo used where space and format permit.

To help grantees develop and expand their audience we ask that you submit at least one photo representative of your work and one photo of the funded initiative that CultureWorks can use for marketing purposes. Also we encourage each grantee to create and maintain an Artist Page on the Arts & Culture Calendar and add your various programs, events and exhibitions to the Calendar throughout the year.

REVIEW CRITERIA

Grants are reviewed and evaluated by a panel comprised of community volunteers with diverse experience and relevant expertise, but may not have direct knowledge of every applicant. When crafting responses for the application narrative, please keep the grant review criteria in mind, which the review panel will apply during the review process.

For Building Capabilities Only

Merit

1. Quality of the proposed use of funding, including excellence in planning, the creative process, and uniqueness of collaborations.
2. Degree to which the grant funding would further the artist's vision and assist with accomplishment of stated goals.
3. Evidence that the grant will assist artistic growth or overall development of the artist.
4. Capacity to successfully accomplish the stated goals.

Audience Development

1. Efforts to further the appreciation of the applicant's art form.
2. Community involvement and plans to promote the project to the intended audience.
3. Extent to which the proposed project meets the needs of the community.

For Cultural Equity Only

Merit

1. Degree to which the project or program accomplishes the goal of increasing access or engagement to arts and culture for an underrepresented population.
2. Demonstration that the audience identified is currently underrepresented in the Richmond and Tri-Cities region.
3. Degree of innovation or creativity of the proposed project or program.
4. Quality of the project or program, including excellence in planning, the creative process and uniqueness of collaborations.
5. Inclusion of additional partners and collaborations.

Audience Development

1. Community involvement of the applicant.
2. Level of defined plans to promote the project or program to the intended audience.
3. Extent to which the proposed project or program meets identified needs of the community.

For Both

Management & Accountability

1. Carefully developed and realistic budget projections.
2. Capacity to meet proposed project's objectives.
3. Complete, accurate and clearly communicated grant application and attachments.

QUESTIONS

If you have questions regarding any part of the Grants Program or need assistance with your application, please contact Candra Parker, Director of Grants Program and Development, 804.340.5280 ext.1 or candra@richmondcultureworks.org

Revised January 2, 2020