



2020 ORGANIZATION 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 diverse organizations, 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.

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 an organization's effectiveness, overall growth and longevity as a nonprofit organization. Requests must be made for a particular initiative or project, not for general operating support. Sample initiatives that may be eligible for this funding include:

- Building infrastructure
- Enhancing relationships
- Planning strategically
- Improving technology

Building Capabilities grants are limited to 5% of an organization's annual budget (determined by the amount of revenue for current fiscal year), with a maximum cap of \$15,000.

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 organizations are limited to a maximum of \$10,000.

ELIGIBILITY

To be eligible for funding an applicant must:

- Be headquartered or have an arts and culture focus in the Richmond or Tri-Cities Region.
- Be a nonprofit organization with a 501(c)(3) tax exempt status.
- Have an annual operating budget less than \$500,000.
- Not discriminate in hiring of staff or inclusion of audiences, artists, board members or other volunteers on the basis of race, age, gender, religion, national origin, sexual orientation or disability.
- 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.
- Organizations 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. Organization Contact Information
Includes geographic area served, mission statement, organization history and overview.
3. Need
What is the specific need for your organization and why have you chosen this project at this time?
4. Project Description
Provide a description of the planned project and activities to take place. The description should include project components, how grant funds will be used, and how the project makes a positive impact.

Also for Cultural Equity please specifically outline the underserved population reached by this project. Please provide information that verifies the intended population is underserved.
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 the project.
7. **Expertise**
Describe how the project will be staffed and summarize the qualifications of the key staff members that will be directly involved.
8. **Collaboration**
If collaborating with outside partners, describe these collaborations or partnerships and how they will assist in this project, and how they will be managed.
9. **Organizational Capacity**
Provide a funding plan to sustain your organization and the proposed project in the future. Include funds raised to date, additional funding sources if applicable and projections of future expenses.
10. **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.
11. **Contingency**
Please describe the revision plans if some or all of the requested funding is not received.
12. **Project Budget Form**
Outline income and expenses relevant only to the grant request.
13. **Required Attachments**
 - a. Current fiscal year budget including income and expense items (PDF format)
 - b. Most recent 990 (PDF format)
 - c. Most recent audit (PDF format)
 - d. Board List with Affiliations (PDF format)
 - e. Optional supplemental information. Please be thoughtful in selecting files (images, videos, newsletters, programs, annual reports, etc.) to include with your application. PDF documents are preferred, videos should be AVI or MP4 files and audio submissions should be as WAV or MP3 files. Additionally a YouTube link may be provided.
14. **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.

PLEASE NOTE:

If your organization does not file a 990 or conduct an audit, please submit a financial statement for the most recently completed fiscal year.

To ensure optimal presentation of your proposed project, 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 report forms 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 organization and one photo of the funded initiative that CultureWorks can use for marketing purposes. Also we encourage each organization to create and maintain a Group Page on the Arts & Culture Calendar and add their 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. Organization's current and future needs.
2. Degree to which the applicant fulfills its stated mission.
3. Quality of programming and how it relates to the applicant's mission.
4. Capacity to meet the proposed objectives and stated need.
5. Evidence that the grant will help to develop and contribute to the longevity of the organization.

Audience Development

1. Efforts to further the appreciation of the applicant's mission.
2. Community involvement of the applicant and plans to reach the intended audience.
3. Extent to which grant funding would help the organization meet the needs of the community.
4. Plans to reach new and diverse audiences.

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. Degree to which the project or program furthers the applicant's stated mission.
6. 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. Active governing board.
2. Fiscal responsibility as evidenced by a balanced budget in prior year and actions to reduce any operating deficits.
3. Diversity and balance of funding sources as evidenced by earned and unearned sources from public and private sector.
4. Established management and administrative practices appropriate to the size of the organization.
5. Capacity to meet proposed objectives.
6. Complete, accurate and clearly communicated grant application and attachments.

QUESTIONS

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

Revised January 2, 2020