Arts Council Napa Valley

Community Fund Grants Program

2019 Information Session

April 2019 | *Colette Schow, Interim Programs Manager*

a program of

ACNV ARTS COUNCIL NAPA VALLEY

a regranting partner of

WILLIAM + FLORA Hewlett Foundation

Special Thanks

Agenda

- ★ Overview of Grant Programs
- ★ Individual Artists
- ★ Non 501c3 Group/Troupes
- ★ 501c3 Organizations
- ★ How to Apply & the Process
- ★ Key Dates & Deadlines
- ★ Q&A

About ACNV

Mission | Arts Council Napa Valley provides leadership that unites, supports, and enhances our exceptional arts and culture community.

Vision | Throughout Napa County the arts are celebrated, fostering a cultural center that inspires the world.

Values | Innovation. Inclusivity. Collaboration. Integrity. Strategy. Fun.

ACNV Community Fund Grants

Growing & Deepening the Impact of Arts and Culture in our Community

- ★ Awards of **$1,500-$5,000**
- ★ **$22,000** available in Summer Round 2019
- ★ Awards available in July 2019
- ★ Group/Troupe applications now available
- ★ Spanish applications and guidelines available upon request

Program Goals

1. Increase resources and support to the local creative community.
2. Grow and deepen the impact of arts and culture in the community, esp. using accessible spaces.
3. Support a diversity of projects.
4. All projects provide public access and public impact within Napa County, CA

Program Goals

In summary: We want to help artists, groups/troupes, 501c3 organizations with projects that create access, engagement, and culturally relevant opportunities from and for the breadth of our community:

Artistic/Cultural

- discipline (music, visual, media, dance, theater, craft, etc)
- genre (pop, indie, traditional, etc.)
- heritage or cultural background

Representation

- gender
- economic status
- race/ethnicity
- physical or mental ability
- geographic location
- age

Basic Criteria

Who and What Are Eligible:

- ★ Applicant must be the primary owner or lead of the project
- ★ At least 18 years old
- ★ Either a working artist (min. 2 years experience), group/troupe OR a small nonprofit (budget less than $100,000)
- ★ Project and applicant must be based in Napa County, CA
- ★ Projects must be accessible to the public
- ★ Written letter of support from key program partner(s) if applicable
- ★ Current employees, consultants, board members or major funders of ACNV, or an immediate family, are INELIGIBLE
- ★ Grantees awarded within past 12 month cycle are INELIGIBLE

Organizations

Who and What Are Eligible:

- ★ Registered 501(c)(3) nonprofits with an annual budget of less than $100,000
- ★ Fiscally sponsored groups.
- ★ Partnership projects.

A Compelling Narrative

MAX: 2 Pages (.doc) or 2 minutes (audio or video)

Individuals and Group/Troupe

1. ***Describe the project.***
   a. **Avoid getting too technical**
   b. **Speak to the scoring criteria**
   c. **Describe your project in a way that someone who doesn't know you or your work would still understand**
2. What is your inspiration and/or motivation for this project?
3. Provide a brief statement on your artistic practice and how this project is relevant.

A Compelling Narrative

MAX: 2 Pages (.doc) or 2 minutes (audio or video)

Organizations

1. ***Describe the project.***
   a. **Make sure to tell us who, what, where, when AND why**
   b. **Don't leave us guessing! Connect the dots**
2. Who are the specific audiences/communities that you hope to engage through this project? How are you planning to reach them (marketing or engagement strategies)?
3. What impact do you hope your project will have?
4. Please describe how you will evaluate and measure the results of your program's impact including each of the goals outlined in questions 1 - 3 above.

Evaluation

What we are looking for:

- ★ Artistic Merit (6 PTS)
- ★ Impact (6 PTS)
- ★ Capacity to Administer AND Implement the Program (5 PTS)
- ★ Community Outreach and Engagement (5 PTS)
- ★ Completeness and Clarity of Application (5 PTS)

What we will <u>not</u> evaluate:

- ★ Financial Need
- ★ Personal Preference or Relationship
- ★ Information not provided in the grant application or by ACNV staff

Inside the Process

1. ACNV staff review all proposals for basic eligibility
2. 3 independent reviewers score eligible proposals against grant guidelines and criteria at home
3. ACNV staff compile scores and organize applications by rank (high to low)
4. Reviewers gather and spend 5-7 min discussion per application, amending their scores based on group discussion
5. After all grants are discussed, total final scores determined by average of reviewer final scores
6. The 10 highest ranking proposals go on for consideration of funding

Application Process

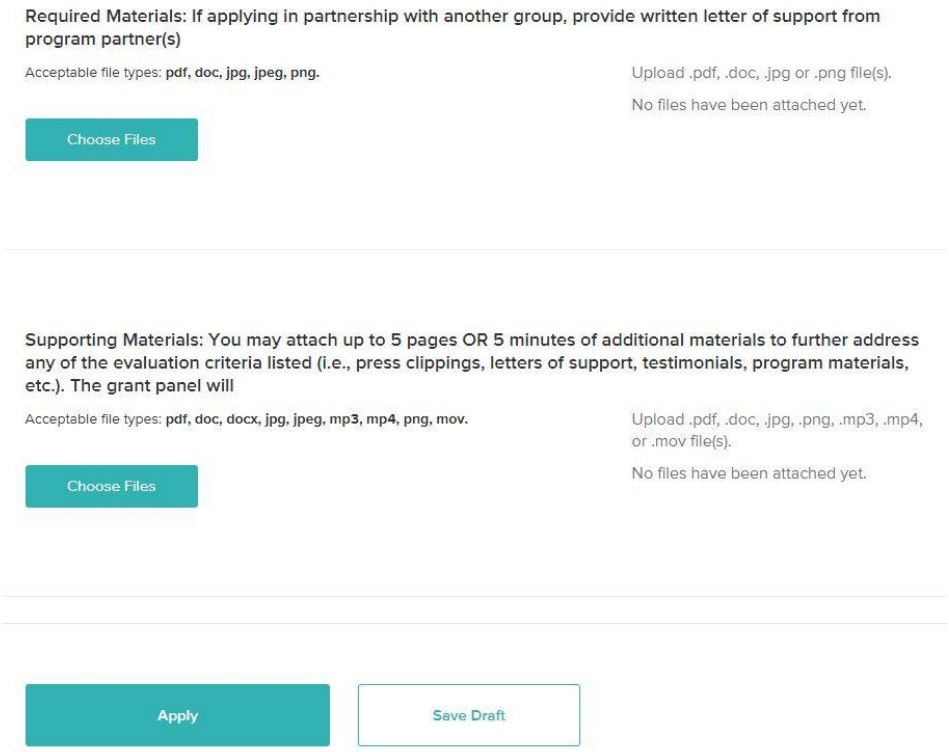
STEP 1: Go to Submittable: artscouncilnapavalley.submittable.com/submit

Application Process

STEP 2: Review Guidelines

Step 3: Gather required materials

Step 4: Submit application



Required Materials

Organizational Applicants

- Narrative of proposed project and budget
- Most recent completed fiscal year budget or 990
- IRS Tax Exempt Determination Letter
- 3-5 Work Samples
- Letters of Support, if in partnership

Individual Applicants

- Narrative of proposed project and budget
- Proof of residence in Napa County, CA (Copy of a bill or other official mail, displaying applicant's name at current address and postmarked within 60 days of application deadline)
- Resume of Lead Artist (Project Director)
- 3-5 Work Samples (Portfolio of Relevant Past Projects)

CHECK YOUR CHECKLIST BEFORE SUBMITTING!

Required Materials

Group/Troupe Applicants

- Narrative of proposed project
- Resume of Group Leader (Project Director)
- Proof of residence in Napa County, CA (Copy of a bill or other official mail, displaying applicant's name at current address and postmarked within 60 days of application deadline)
- 3-5 Work Samples of Group's work (Portfolio of Relevant Past Projects)
- If applying in partnership with another group, provide written letter of support from program partner(s)

CHECK YOUR CHECKLIST BEFORE SUBMITTING!

Optional Materials

Both *- Optional, But Highly Recommended!*

- Key Partner Biographies
- Up to 5 pages OR 5 minutes TOTAL of additional materials
  - NOT for additional project narrative
  - Some examples of encouraged optional materials:
    - Letters of recommendations
    - Additional work samples
    - Recording of previous performance
    - Positive press clippings

Identifying the Right Project

- ★ Does this project match the goals of the grant?
- ★ What resources/skills will the project need?
- ★ Time to properly prepare application vs. potential return
- ★ How and why will this project serve the community?
- ★ Is now the right time?

Consider the value of preparing an application...

Tips for Your Proposal

- ★ Treat the grant application like a job interview.
- ★ Be concise.
- ★ Don’t assume others know you, understand the logic, or will “connect the dots”.
- ★ Make your budget and timeline as realistic as possible.
- ★ Make sure your project is both feasible and a logical step for you.

Key Dates & Deadlines

- ★ **April 15 - May 28 @ noon:** Applications Available & Proposals Accepted.
  - Thursday, May 23: Deadline for ACNV Staff Support
- ★ **June:** Review Panel Evaluates Proposals
- ★ **June**: Recommendations submitted to ACNV Board for approval
- ★ **July 2019 - July 2020**: Summer funding period

FAQs

1. *May I apply for multiple projects?*

   - ANSWER: **No.** Only one request will be considered per primary applicant. However, individuals applying as part of a group request may participate if they are not the primary applicant.

2. *What if my project will go beyond the end of the grant period?*

   - ANSWER: **Funds must be spent within the grant period,** even if the project extends beyond the grant period. Be sure to create a timeline that defines which portion of the project will be completed in the grant period.

3. *We do not have our 501(c)(3) status finalized by the IRS by the application due date, are we eligible to apply?*

   - ANSWER: **Maybe -** Only if you find a fiscal sponsor.

FAQs

1. *Must my fiscal sponsor be an Arts and/or Culture non-profit?*
   - ANSWER: **No**, your fiscal agent must only be a 501c3 nonprofit

2. *Do you provide grants for nonprofits based outside of Napa County that have project that will take place in Napa County?*
   - ANSWER: **No**, only non-profits registered in and serving Napa County may apply.

3. *What may funds be used for?*
   - ANSWER: Funds are intended to support artist stipends, professional fees, materials and marketing costs, and other expenses directly associated with the implementation of the program or project.

Final Thoughts

Questions?

Contact: Colette Schow at Colette@artscouncilnv.org

ArtsCouncilNapaValley.org