



Grant Writing – Eligibility/Guidelines & Strategies

Center Creative Instruction

SUNY Potsdam

April 12th 3-4 p.m.

FACILITATOR - JOSHUA VINK

What are art grant eligibility/guidelines & strategies and how do we develop our understanding of these protocol in order to effectively write and submit grants to founding sources?

- I. Introductions and Purposes
- II. Research – Sample Spreadsheet
- III. Eligibility & Guidelines – Overview
- V. Grant Writing Sections
- VI. Grant Writing Strategies – Writing Style
- V. Grant Format Sample
- VII. Step 1: Need addressed/constituents served
- VIII. Step 2: Project description
- Step 3: Project Objectives
- IX. Question & Answer session
- IX. Conclusion & Additional Information



Grant Writing Research:

The process of exploring and disseminating grant making organizations/foundations which exist, and matching your organization's eligibility with the their guidelines in order to effectively solicit funding from them.

Agency	Contact/URL	Type/Scope	Amount	Deadline	Final Report Due
National Endowment for the Arts:	http://arts.gov/grants-organizations/art-works/grant-program-description	Arts Education, Our Town, Artists	5-100,000	August 15 th & January 15 th	3 Months post project close
New York State Council Arts:	http://arts.ny.gov/eligibility	Multiple/NYS	1-100,000	February 21-March 18th	60 Days post completion
St. Lawrence Arts Council:	http://slcartscouncil.org/grants/	Individual Artists/Teaching Artists/Community Arts	300-5,000	April/May	Within 30 days of project completion
New York Foundation for the Arts:	https://www.nyfa.org/Content/Show/Awards%20and%20Grants	Artists & Artist Residencies	7,000 Unrestricted	January 24th	Within 60 days of project completion



Applicant Eligibility:

The type and scope of the arts institution and/or project to be weighted against grant guidelines in order to determine fitness to submit for, and receive a grant.

Grant Guidelines:

The specific criteria established by the funding institution to be met by applicants in order to effectively apply for, and receive a grant.

Foundation Guidelines:	Eligibility Grant Seeker:
Specific type of organizations/individuals funded	Non-profit, parent organization, artist, academic institution
Type of projects funded	Art disciplines (theatre, dance, film etc...) & scope/type of work
Geographic Region	Local, National, International
Pre-registration	Letter of Inquiry, Online registration, State Charities Registration (NY), SAMS.gov/DUNS Number (Federal), Submit SF-424 to Grants.gov
Activity Period/Length of grant – Timeframe of Project	Fiscal year, calendar year, multi-year
Final Reports	Contents of final reports: narratives, evaluations, etc..
Financial Reports	Organizational Budget, project budget,

Considerations for Applicants from Universities:

“Organizations with Public University Affiliations

Applicants with close public college or university affiliations will be examined on a case-by-case basis to determine eligibility. The Council is prohibited from funding public colleges and universities. Therefore, applicants must demonstrate a purpose that is broader than the exclusive support of a public college or university or any component. They must also establish clearly whether the applicant supports an institution that is related to, but is not a full component of, a public college or university. Please download and complete [this form](#) to help determine eligibility. Such applicants are strongly advised to contact Council staff well in advance of the registration deadline to determine their eligibility.”

- New York State Council Arts: NYSCA

Eligibility & Guidelines:

- Read the guidelines and fit eligibility first – save time and effort
- Call the foundation/grantor and ask questions about your eligibility/discuss project/build relationships.
- Make sure you have the steps of the grant writing process intact and established before you begin writing: partnerships, budgets, scope of project

RFP: Request for Proposals – A document from foundation/grantor which announces a calls for grant applications and have specifications for how to apply.

LOI: Letter of Inquiry – A letter written by grant a seeking organization or individual requesting the opportunity to submit a proposal for funding.

Fiscal Sponsor – An organization who has an incorporated non-profit status who acts legal financial/grant manager, applying to grants on behalf of sponsored organization/individual.



- **Types of Arts Projects Receiving Grant Funding:**

- Multiple Arts Disciplines – Theatre, Dance, Music, etc...
- Performances and Presentations
- Guest Artist Visits
- Cultural art projects
- Seminars/Symposia/Conferences
- Creative Economic Development Initiatives
- Creative Placemaking Projects (Sculpture parks, lighted bridges, etc..)
- Artist Residencies & Fellowships (Housing, workshops, supplies)
- Arts in Education projects (In-school, afterschool)
- Artist Workspace projects (Makers spaces)

Grant Amounts:

- Single or Multiple-year
- Minimum and/or maximum awards defined in guidelines
- Typically do not cover general operating costs
- May specify the maximum percentage of a total project budget it will cover.
- Require specific project-based budget which reflects how funding will be spent.

Overview of Grant/Proposal Package:

- Letter of Inquiry/Cover Letter
- Summary/Executive Summary
- Project Description/Workplan
- Statement of Need/Constituents Served/Impact of at risk
- Organization Budget, Project Budget
- Outcomes & Evaluation Methods
- Timeline
- Plans for Promotion/Publicizing
- Conclusion – Sustainability in the future
- Appendix

Additional Information:

- Letters of Support
- Bios of Key Personnel
- Evaluations
- Board List
- Letter of 501c3 Status
- Full Organizational Budgets
- Work Samples

Sample Application: Saratoga Arts:

<http://www.saratoga-arts.org/grants/artseducation>

Writing Strong Proposals/Grants:

- **Write within word/character counts – know them prior to beginning**
- Take on project description as a means to highlight other major prompt sections: etc. need
- Reference mission/values/vision of foundation/grantmaking organization
- Stick to the active voice: will/must/can/shall versus passive: may/could/might/if
- Write with succinctness and avoid verbosity
- **Use simple language but make projects sound interesting/vital/exciting – as if you would want to fund them.**
- Copy and paste sections that are relevant from other grants you've written.
- Use appendices/supplementals as means to support narratives, not vice versa
- You can list objectives/timeline, these sound more goal-oriented - unless explicitly stated.
- **Stray away from language that is too art discipline heavy and difficult for a board/committee member to understand.**
- Use colleagues/personnel to help revise/edit grant proposals.
- Keep projects sounding as they are new even though they may be longstanding – grantors really like funding new projects.
- **Don't let grant guidelines dictate your project, let them support it or you will lose focus of your mission and intention.**
- Be consistent with the project across all aspects of the grant, ensure that numbers, type, scope matches each section – be realistic and let your budget reflect that.
- **Write from the perspective/voice of your organization/project**

1. Constituents served/Need Addressed: Based on Asset Mapping:

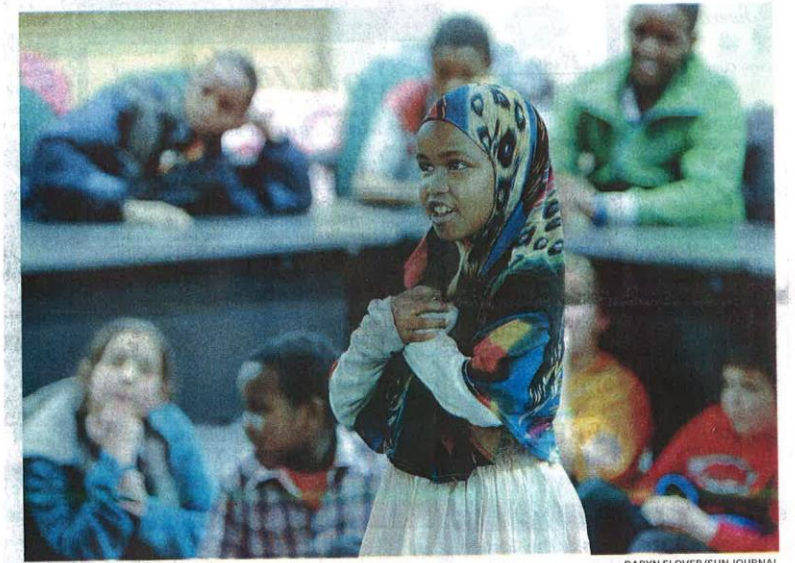
- **What need will be addressed in the community you serve, and who is the specific targeted audience for this initiative?**
- The organization will need to establish that there is an issue/problem that exists in the community it is working in and how this grant proposal/initiative will address that problem.
- Factual data from a reliable source (and properly cited), based on an assessment (Asset Mapping) of the needs in that community are essential to articulate the need.
- Specific way that this need will be addressed in the project are articulated in this section.
- Ensure that data is particular to the need, and is well grounded in the scope of services which will be delivered as a result of the program.

Where do I get this data from?

- School & organizational records (from previous programs)
- Federal Census/Research demographic data
- Arts based research firms – Americans for the Arts, National Endowment for the Arts
- https://www.americansforthearts.org/sites/default/files/AFTA_Navigator_Facts-and-Figures_lo.pdf
- Anecdotes from constituents/individuals who have received your program.
- Newspapers, literature,

Sample Need Addressed: Fictitious

Art Learning Matters specific target audience is K-12 school children in the district. The program addresses a compelling need of Potsdam's public school students for high-quality opportunities to engage in the value of the creative arts as a means to support their education. The need is as urgent as ever, as test scores in reading this past fall (2013) fell and/or remained flat from a year ago. A 2012 NEA Study on Arts in Education states that programming increases academic success, retention and graduation rates, and workplace opportunities for students, statistics that will prove beneficial within the Potsdam School District's own charter goals. In addition, through Potsdam Arts Council's own studies, the arts programs have helped students develop cultural understandings, build community, and recognize increased reading scores (+10%) on Common Core tests.



DARYN SLOVER/SUN JOURNAL
Arbay Aden, 10, recites her poem "Homelessness" during the Maine Writes poetry slam at Lewiston Regional Technical Center on Tuesday. Aden is a student in Kelly Johnson's classroom. Students from Montello Elementary, Farwell Elementary and Lewiston Middle schools

Asset Mapping (Wikipedia, Census.gov)

Quality: Geographic area & demographics	Potsdam, NY. North Country. 30 Miles Canadian border. Adjoining town in Canton. Population 17,029 (8,000 students). Raquette River. Population increase in 2016 of 2.7%. 94% White, 1.6% Black/African American, .42% Native American, .01% Asian, 1.25% Hispanic.
History/Industries	Education (21%), Management (5.9%), Food Service (7.7%), Personal Care (5.2%), Administrative (14.5%), Sales (10%), Moving (3.4%) Transportation (3.2%), Arts & Recreation (5%), Healthcare & Social Service (5%). 12.6 % Non-English Speakers.
People: Age/Ethnic/Racial/Economic Status	17% under age 18, 36% 18-24, 16.2% 45-64, 9.9% 65 older. Median Income: 32,464 for males, 24,776 females. 23.1% below poverty line. (Family 4 with 2 children 22,162.)
Reputation & Amenities: General & Artistic/Cultural	Isolated community without a major connection to larger urban areas. Could this be an asset? St. Lawrence Arts Council – Arts Education mostly for students with special needs. TAUNY – Local Traditional Arts. Ives Park Music Series. Performing Arts at SUNY & SLU. Crane School of Music Performances. Loko Festival for Arts. Grass River Players. CPS

Project Description: Address the following prompts:

- **Outline of the initiative – what will you do? Where will it take place?**
 - **How will it address your problem/need and constituents served?**
- How is the program built (scaffolded) over time - what is the end result or culmination?
 - Why is this project important right now, and fit your organizational planning?
 - Who will carry out the project?

Sample Fictitious Project Description

The Potsdam Arts Council seeks \$10,000 from New York State Council for the Arts in support of its 2016-17 initiative *Arts Learning Matters* in service to the school communities of Potsdam, NY. Funding will go toward maintaining and deepening its current classroom residencies and live performance programs in multiple artistic disciplines (theater, poetry, music, dance, visual arts) for K- 12 students. Professional teaching artists will collaborate with classroom teachers in planning and direct instruction.

Building on the councils' mission to use *professional and standards-based performance and workshop model Arts in Education programs to engage and elevate innovative student learning*, this project reconnects the organization to its core values. With Arts in Education programming in the Potsdam Schools falling nearly 25% since 2010, this funding from NYSCA offers an opportunity to bring the positive outcomes of the arts to students there.

Over the course of the 2019-2020 school year, the initiative seeks to increase the number and duration of programs to reach more students (950 in total) in the school district with quality arts programming. This increased scope of services will be supported by deeper curriculum planning and assessment processes for collaborating educators. Finally, the increased opportunity for student art processes and creation will bolster the final aspect of this program, developing the visibility of student artwork for wider school and community-based audiences through Arts Night events at the schools.

Arts Based Objectives in the Field:

- **Creative economic development:** tourism, creative class, collaborative development opportunities with local governments, business and the arts.
- **Community building – connecting individuals through the shared experience of the arts.**
- **Therapies through the arts – drama/music therapy.**
- Aesthetics & contributing to the attractiveness of an area.
- Building social consciousness and awareness by introducing people to the perspectives of others through art.
- Fostering & celebrating human expression.
- Stimulating creativity, critical thinking and problem solving in those who experience the arts.
- **Expressing and connecting the culture and story of communities and individuals from diverse backgrounds a means to embrace heritage and history.**
- Developing artisan based manufacturing and creative industries and the contributions of innovative entrepreneurs to the fabric of society.
- **Arts in Education learning opportunities: (Retention, graduation rates, increased academic performance, Better workforce opportunities, More civic engagement. Creativity. Engagement in learning, confidence building, critical thinking and problem solving skills.**
- Creative placemaking projects which add vibrancy to communities, make spaces into places/destinations.
- Extend the possibilities of impactful service through the arts to the underserved and marginalized.

Additional Resources:

- **The Foundation Center Directory Online:**

Fonline.foundationcenter.org

- *Proposal Writing Handbook: Budgeting & Writing Seminars.* The Foundation Center. New York. 2007.

- *The Only Grantwriting Book You'll Ever Need (Edition 4).* [Ellen Karsh](#), [Arlen Sue Fox](#)
Basic Books NY, NY 2014

- **Fractured Atlas:** Host institution/fiscal sponsor for organizations yet to have 501c3 status

<https://www.fracturedatlas.org/>

Grant Samples (Across diverse artistic forms):

- **Florida Department of State:**

Division of Cultural Affairs

<http://dos.myflorida.com/cultural/grants/grant-resources/example-applications/>

- **National Endowment for the Arts:**

Recent Grants Search:

<https://www.arts.gov/grants/recent-grants>

- **Exploring Our Town:**

<https://www.arts.gov/exploring-our-town/showcase>

Objectives: What goals do you have as a result of the project?

Objectives are outcomes that can be expected from the project itself.

- They must follow the SMART mnemonic: Specific, measurable, realistic, attainable and time bound.

Objective Prompts:

Programmatic (how many programs, what type of programs?)

Within the school year 2019-2020, implement integrative curricular planning strategies with educators (lesson planning, objectives and assessment development) along district and state learning standards as a foundation for quality practices in all residencies and meeting Common Core ELA and Social Studies standards.

Social/Community/Artistry:

By bringing post-residency exhibitions or presentations in all residencies and at all three school-based Arts Nights (which capture the breadth of art making and learning), Arts Learning Matters aims to build the school community around the art work, and give students the opportunity to express themselves, gain confidence and engage them in their learning.

- **Financial**
- **Overall scope (numbers served, projects generated...)**



Question & Answer Session

'The Future of the Creative Industries'

Performing Arts Center this Saturday, April 14th from 10:30 a.m. – 5:30 p.m.

Come take part in work-in-progress presentations, performances, and hands on workshops (including Virtual Reality) from faculty and students on how they are using technology in their creative practices/research. This is a preparatory program for a full TEDxPotsdam event taking place in the fall of 2018 at SUNY Potsdam, and a collaboration between the SUNY Potsdam Arts Management Program and The Crane Institute for Music Business.

Technology

of the *Arts*

Cross-Disciplinary Workshop Day

Research Like **TED**

All Welcome!

