

Grassroots Arts Program (GAP)

Subgrantee Criteria

2018-19

Funding Eligibility

The applicant organization must operate in Union County and must be non-profit with state and federal tax-exempt status. An individual or organization without tax-exempt status may receive indirect funding for its project by having an eligible organization apply as fiscal agent; however, the organization to use the requested funds must show evidence that it is in the process of securing tax-exempt status.

Individuals may also apply for grants, providing said individuals are not profiting monetarily from the project; however, the project should benefit a large percentage of the community.

Evaluation Criteria

Organizational Strength:

- . Sufficient organizational structure composed of a broad representation of the community (people of color, minorities and handicapped) to carry out the project
- . Record of achievement in successfully completing projects and meeting UCCAC requirements, including submission of complete schedules and reports by deadlines
- . Previous programming success
- . Participation in Union County Community Arts Council projects and events

Financial Stability:

- . Organization/individual's ability to meet the required match \$1 for \$1
- . Sound budgeting and accounting procedures, including the organization's ability to develop other funding for the project in the future and the organization's effective use and reporting of previous grants
- . Adequate facilities for conducting the project

Project Merit:

- . Artistic merit. Organization/individual's project is new, creative and unique to Union County and is not a duplicate of other programs
- . Meets an artistic need in Union County
- . Is designed to reach new audiences (minorities, special populations groups or a large percentage of the community)
- . Has strong community support or promise for the same
- . Shows cooperation among existing arts and community organizations
- . Project director has sufficient training and experience to complete the project

Audience Development:

- . Organization/individual's project will serve the broad-based community and not an inordinately small, self-interest group

Educational and Community Outreach:

- . Potential for project to broaden the community's understanding of and appreciation for the art form and other cultural offerings
- . Potential for project to extend to traditionally underserved populations

Project Goals

The programs funded by Grassroots Arts Programs grants should meet the following criteria:

- . Increase public awareness of the arts and provide leadership in coordinating and channeling this awareness into support of the arts
- . Help to create a climate in which artists can grow
- . Assist the future evolution of the arts by serving as a focal point of experimentation and innovation
- . Strengthen the producing, presenting and service capabilities of arts organizations
- . Encourage the integration of the arts into a broad spectrum of community life
- . Increase involvement and introduction to the arts at local schools

Amount of Grant

Amount of available grant funds will be determined by monies made available from the North Carolina Department of Cultural Resources, revenues of Union County Community Arts Council, project projected expenses and by past history of the applicant. As one of the purposes of the GAP grants is to encourage and fund new projects. *Former applicants will not be guaranteed funding each year.* Applicants are strongly encouraged to become self-supporting.

Funding will remain in accordance with level of state support.

Priorities for Funding

The first priority of the Grassroots Arts subgrant program is to provide operating or program support to qualified arts organizations including theaters, symphonies, galleries, art guilds, choral societies, dance companies, folk art societies, writers groups and arts festivals, among others.

The second priority of the Grassroots Arts subgrant program is to support arts learning and arts in education programs conducted by qualified artists. These can be artist residencies in schools, after school summer camps or adult arts learning classes.

The third priority of the Grassroots Arts subgrant program is to support community organizations that provide quality art experiences for the greater community. Qualified artists must conduct these programs.

Funding Policies

- Tribal organizations that receive grassroots funds must represent state or federally recognized tribes.
- Colleges, universities and libraries may receive grants for arts programs that are community-based or generate regional arts involvement. Grants may not support their internal programs, administration or operation expenses (library books, band boosters, equipment purchases).
- Subgrants may not be awarded to individuals or to organizations for prizes, including scholarships and financial awards.
- Religious organizations or churches may not receive grassroots funds unless the programs are presented outside regular church services, engage the larger community and do not contain religious content.
- Grassroots funds may not be used for activities associated with a school's internal arts programs such as in-school student performances, the purchase of art supplies or student arts competitions and publications.

Grassroots Arts Program money may not be used for the following kind of expenditures:

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| . Art, music and dance therapists* | . Fundraising events |
| . Artifacts | . School band activities or equipment |
| . Artwork | . Interest on loans, fines or litigation costs |
| . Capital expenditures** | . Lobbying expenses |
| . Contingency funds | . Oral history and history projects*** |
| . Deficit reduction | . Tuition for academic study or camps |
| . Food/beverages for hospitality/entertainment | . Salaries |

* Art, music and dance therapists: Art, music and dance therapists conducting a therapeutic program cannot be funded. However, qualified artists conducting an arts program in a healthcare setting may be supported with Grassroots funds.

** Capital Expenditures: Capital expenditures include expenses for purchase of buildings or real estate; renovations or improvements involving structural changes, payments for roads, driveways or parking lots or permanent and generally immobile equipment.

*** Oral History and History Projects: Oral history and history projects are not eligible for grassroots funds; however, folk life documentation of traditional arts including the creation of interviews, photography, videography and other documentary media is eligible for support through the Grassroots Arts Program.

Acknowledgement Responsibility

It is the responsibility of funded organization/project to credit the Union County Community Arts Council and the Grassroots Program of the North Carolina Arts Council in **all** promotions, publicity and printed programs and in all announcements that relate to the receipt of a GAP grant.

The following credit line is required and the Union County Community Arts Council logo is to be placed on all printed materials. Email version of logo is available upon request.

“This project is supported by the Union County Community Arts Council and the Grassroots Program of the North Carolina Arts Council, a state agency.” DO NOT ALTER THIS WORDING IN ANY MANNER.

The NC Arts Council logo and credit line must appear on all promotions, publicity and printed programs and in **all** announcements that relate to the receipt of a GAP grant. The NC Arts Council usage policy and print quality logos can be downloaded at <http://ncarts.org/resources/grants/logo-use>.

Deadline Information

All applicants must submit **one (1) typewritten** copy of the application form and all attachments to the UCCAC office by **12:00 noon on Thursday, July 19, 2018** for the fiscal year beginning July 1 – June 30. **No late applications or faxed applications will be accepted.** A postmark is not sufficient if the application is not delivered on time. Should the established deadline fall on a weekend or a state holiday, applications will be accepted on the next working day after the deadline.

Application Review and Notification of Results

The application should be discussed with the UCCAC executive director if applicant or arts director deems necessary. Appointments should be made well in advance of the application deadline. Call (704) 283-2784 to arrange an appointment.

The GAP grant committee evaluates each application against the established criteria, and then presents its recommendations to the UCCAC board of directors for approval. **If the awards committee modifies a recommended project, a revised budget with appropriate program revisions will be required from the applicant.**

Applicants are notified in September of funding decisions.

Additional Information

A typed list of participant's board of directors, geographic location and race must accompany application at the time it is submitted.

Grantees may be requested to support arts council annual events TBD. Details outlined in final contract.

If all above requirements are not met, forfeiture of grant funds will be required immediately.