

# Grassroots Arts Program (GAP) Subgrant Guidelines 2023-2024

## **Funding Eligibility**

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

Individuals are not eligible to apply for Grassroots funds but may apply for an Artists Support Grant. Visit [www.unionarts.org/grants](http://www.unionarts.org/grants) for more information.

Organizations receiving general support through the N.C. Arts Council are not eligible for Grassroots funds.

Applications and support materials must be completed and received by August 31, 2023.

All projects must be completed by June 15, 2024.

## **Uses of Grassroots Arts Program Funds & Project Goals**

Grassroots Arts Program funds may be used for expenditures to conduct quality arts programs or operate an arts organization and 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 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 arts into a broad spectrum of community life.
- Increase the involvement and introduction to the arts at local schools.

## **Priorities for Funding**

The **first priority** of the Grassroots Arts subgrant program is to provide operating or program support to qualified arts organizations not already receiving or eligible to receive support from the N.C. Arts Council. These include theaters, symphonies, galleries, art guilds, choral societies, dance companies, folk arts 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, afterschool or summer camps, or adult arts learning classes.

The **third priority** of Grassroots Arts subgrants is to community, civic and municipal organizations. These programs must be conducted by qualified artists.

## **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).
- Grassroots funds may not be awarded to individuals or to organizations for prizes, competitions, tuition, or financial rewards.
- 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 kinds of expenditures:

- Art, music, and dance therapists\*
- Artifacts
- Purchase artwork
- Purchase art supplies
- Capital expenditures or equipment\*\*
- Contingency funds
- Deficit reduction
- Fundraising events
- Food/beverages for hospitality/entertainment
- School band activities or equipment
- School choral activities
- Lobbying expenses
- Oral history and history projects\*\*\*
- Tuition for academic study
- Interest on loans, fine, or litigation costs

\*However, qualified artists conducting an arts program in a healthcare setting may be supported.

\*\*Capital expenditures include expenses for purchase or buildings or real estate; renovations or improvement involving structural changes, payments for roads, driveways or parking lots or permanent and generally immobile equipment. ***PLEASE NOTE: this restriction is being waived by the N.C. Arts Council for 2022-2024. Please contact UCCAC for more information if you are interested in potentially using Grassroots funds for capital expenditures.***

\*\*\*However, folklife demonstration or traditional arts including the creation of interview, photography, videography and other documentary media is eligible for support.

## **Grant Amount & Availability**

Due to an anticipated increase in applications, we expect grants may range from \$1,000 - \$7,500. *Former recipients are not guaranteed funding from year to year.* Once awarded, all grant payments are contingent upon availability of funds from the State of North Carolina and will only be paid after UCCAC receives its Grassroots allotment from the N.C. Arts Council, which is usually by the end of October.

## **Application Evaluation**

All applications are reviewed by a panel of volunteer community members. The panel evaluates each application on the subgrant guidelines and the following criteria for the proposed project or program:

- Artistic Quality
- Community Impact
- Implementation Ability
- Financial Stability

For more details regarding the four criteria, please see the Appendix on page 4.

Panelists discuss and score the grant using an established rating system. The panel's funding decisions are then presented to the UCCAC board of directors. The board of directors votes and gives final approval to the subgrant panel's recommendations.

If the panel recommends a project with modifications, a revised budget with appropriate program revisions will be required from the applicant.

Applicants are notified in September of funding decisions.

### **Application Deadline**

Thursday, August 31, 2023 @ Noon. Email completed applications to [grants@unionarts.org](mailto:grants@unionarts.org). No late applications or faxed applications will be accepted.

### **Matching Requirements**

All subgrantees must match their grant amounts dollar for dollar. The funds must come from other public or private sources.

### **Recognition Requirements**

All subgrantees must acknowledge the Union County Community Arts Council's and N.C. Arts Council's support of their event or projects by including the UCCAC and NCAC logos and funding credit line in **all** digital and print promotional materials, programs, and announcements related to the grant.

The following credit line is required and may not be altered: **This project was supported by the North Carolina Arts Council, a division of the Department of Natural and Cultural Resources.**

The UCCAC logos (color and black & white) can be downloaded at [www.unionarts.org/grants](http://www.unionarts.org/grants). N.C. Arts Council downloadable logos and information regarding social media hashtag requirements and donor recognition requirements can be found at [www.ncarts.org/messaging](http://www.ncarts.org/messaging).

Failure to provide proper credit may jeopardize future funding for your organization or program.

### **Reporting Requirements**

Each subgrantee is required to submit a final report providing a detailed description of the funded project, participation statistics and demographics, and sample marketing and program materials using the UCCAC & NCAC logos and credit line. The Subgrant Report form can be downloaded at [www.unionarts.org/grants](http://www.unionarts.org/grants). Report forms are due to UCCAC by June 30, 2024.

### **Questions & Assistance**

If applicants have questions or need assistance, please contact Melanie Miller, UCCAC Executive Director at [melanie@unionarts.org](mailto:melanie@unionarts.org) or 704-283-2784.

## **Appendix – Grassroots Arts Program Evaluation Criteria**

All applications will be reviewed on the following criteria:

### **Artistic Quality**

- Organization's project is creative and unique to Union County and is not a duplicate of other programs.
- Meets an artistic need in Union County.
- Shows cooperation among existing arts and community organizations.
- Project director has sufficient training and experience to complete the project.

### **Community Impact**

- Broadens the community's understanding of and appreciation for the art form and other cultural offerings.
- Reaches or has the potential to extend to traditionally underserved populations.
- Designed to reach new audiences or a large portion of the community.

### **Implementation Ability**

- Sufficient organizational structure composed of a broad representation of the community to carry out the project.
- Record of achievement in successfully completing projects and meeting grantor requirements, including submission of complete schedules and reports by deadlines.
- Previous programming success.
- Adequate facilities for conducting the project.

### **Financial Stability**

- Organization's ability to meet the requested grant amount dollar for dollar. The funds must come from other public or private sources.
- 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.