

Applicants should thoroughly review the FY17 guidelines before preparing the application. GCA will utilize a new online application system for FY17, so some elements of the application process will be different than in previous years.

The deadline to submit Arts Education Program Grant applications is March 16, 2016 at midnight.

ARTS EDUCATION PROGRAM GRANT

In the past, Partner and Project Grant applicants have had the opportunity to apply for an Arts Education Supplemental Award as part of the grant application process. This year, the Arts Education application is not a part of the Partner or Project Grant applications. Instead, it is a separate application which will focus on arts education programs aligned with the goals outlined in the [Arts Learning Task Force Recommendations](#).

GCA will host an online workshop for the Arts Education Program Grant, on Tuesday, February 9, at 11:00 a.m. The link to register for the workshop can be found on the Georgia Council for the Arts website at www.gaarts.org.

If you have questions as you prepare your Arts Education Program Grant application, please contact Allen Bell, Arts Education Manager, at abell@gaarts.org or (404) 962-4839.

People with disabilities who require assistance with this information or who need this information in a different format, please contact:
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ARTS EDUCATION PROGRAM GRANT • FY17 GUIDELINES

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INTRODUCTION

GCA Mission

The mission of Georgia Council for the Arts is to cultivate the growth of vibrant, thriving Georgia communities through the arts.

GCA Goals

- **ECONOMIC DEVELOPMENT:** Use the arts to promote Georgia's economic growth.
- **COMMUNITY IMPACT:** Support strong connections between artists, arts organizations and the public resulting in community connections and an improved quality of life.
- **ADVOCACY:** Act as a catalyst for increased public awareness of the value of the arts and of Georgia's rich cultural heritage.
- **CAPACITY BUILDING:** Invest in the sustainability and advancement of Georgia's creative sector.

Introduction to Arts Education Program Grant

GCA believes that the arts can transform students, classrooms, and schools. Our Arts Education Program Grant supports schools and organizations whose work demonstrates the meaningful intersection between excellent in the arts and education.

In FY15, GCA worked with the Governor's Arts Learning Task Force to provide recommendations regarding the implementation of arts learning in Georgia's K-12 classrooms and schools. The Task Force made 16 recommendations, which are available on GCA's [website](#) for applicants to review.

Arts Education Program Grant funds will support programs and applicants that strive to make a positive impact on Georgia K-12 students and schools by implementing arts education programs that align with at least one of the following strategies identified in the Arts Learning Task Force Recommendations:

- **Community Partnerships** – A partnership between a school and an organization that results in improved and/or expanded arts learning. The partnership may be with a nonprofit arts organization, a non-arts nonprofit organization, a local government agency, a library, or a college or university.
- **Working with Teaching Artists** – Teaching artists are professional working artists who also teach in schools. Qualified teaching artists should demonstrate training and/or certification to work in the classroom, as well as experience teaching the relevant subject matter.
- **Arts Integration** – Arts integration is the integration of arts instruction with other academic subjects. Instruction should connect the art form with another subject in a way that meets standards and objectives for both the arts subject area and the non-arts subject.
- **STEAM** (Science, Technology, Engineering, Arts, and Math) – STEAM is arts integration specific to STEM subjects – science, technology, engineering, and math. As a form of arts integration, instruction should connect the art form with a STEM subject in a way that meets standards and objectives for both the arts subject area and the non-arts subject.

Arts education programs eligible for funding include:

- Arts programs for K-12 students in a variety of disciplines, including visual art, music, theatre, dance, media arts, and creative writing
- In-school, after-school, or summer arts programs for K-12 students
- Arts integration or STEAM classroom programs for K-12 students
- Teaching artist residencies in K-12 classrooms
- Arts assembly programs at K-12 schools

Applicant programs should address a specific need in a specific school or among a specific student population and have measureable outcomes.

Unfortunately, we are not able to fund all of the worthy organizations or schools that apply for funding. As a result, panelists are trained to evaluate applications with consideration given to thoughtful programs that will most significantly benefit the students of Georgia and with clear measures to demonstrate the program's positive impact.

FY17 ARTS EDUCATION PROGRAM GRANT GUIDELINES

Grant Description

The Arts Education Program Grant provides support for arts education programs produced by organizations and/or schools located in Georgia. Programs may be one-time events, such as an arts assembly or visiting artist program, or a series of events, such as a teaching artist residency, after-school program, or summer arts program. Programs with multiple components must demonstrate that there is a cohesive thread and singular goal that ties the elements together. The program must serve K-12 students; however, programming does not have to take place at a school or during school hours.

Applicants will compete for a grant to support an arts education program. The Arts Education Program Grant amount ranges from \$1,500-\$5,000. Applicants may only submit one Arts Education Program Grant application per fiscal year. Organizations may submit a Partner or Project Grant application in addition to the Arts Education Program Grant; however, the Arts Education Program Grant application may not include a project that is also included in the Partner or Project Grant application. The Arts Education Program Grant application income and expenses should not be included in the Partner or Project Grant application budget.

Eligible Applicants

An eligible applicant must be one of the following:

- A non-profit organization located within Georgia and registered with the Georgia Secretary of State
- A school
- A public library
- A government department or agency
- An entity within a college or university that:
 - has its own community advisory board (see definition on page 11)
 - receives at least 20% of its income for the program from outside the college/university
 - is not an academic department within the college/university
 - manages its own budget

Eligible Applications

Eligible applications must:

- Include arts education programming that takes place and is completed between July 1, 2016 and June 30, 2017.
- Include a partnership between:
 - A school and a nonprofit organization or government agency, or
 - A school and a teaching artist, or
 - A nonprofit organization or government agency and a teaching artistPartner organizations and/or teaching artists should be involved in the program planning and evaluation process. A sample list of Georgia teaching artists and school arts programs is available on the GCA [website](#).
- Include a one-to-one cash match in the budget.
- Utilize a venue or location that is accessible to people with physical disabilities.

- Not include programming that promotes a specific religious doctrine or political party or candidate.
- Be submitted through GCA's GO online grant application system with no missing components by the deadline of **March 16, 2016 at midnight**.

Applications that do not meet these criteria will be ruled ineligible and will not be reviewed. Applicants may not submit additional material after the deadline.

Funding Request

Applicants may request no less than \$1,500 and no more than \$5,000. The budget must show a one-to-one cash match for the requested amount.

Deadline

The application with all required components must be completely uploaded into GCA's online grant application system no later than **midnight on March 16, 2016**. GCA strongly encourages applicants to submit the application well ahead of the deadline. No changes to the application can be made nor will additional material be accepted after the deadline.

Please Note: GCA staff will not be available to assist with questions after **5:00 PM on March 16**.

Ineligible Applications

Applications that are submitted after the deadline, that do not contain all of the required information, or are submitted by applicants that do not meet the eligibility guidelines will be ruled ineligible and will not be reviewed by the panel. Additional information will not be accepted after the deadline.

False Information

Any grant award made based on false information in the application may be canceled by GCA at any time.

Accessibility

Any program funded by a GCA grant must take place at a location that is physically accessible to all Georgia citizens. For information and guidance on making your programs accessible to people with disabilities, review the *Accessibility Planning and Resource Guide for Cultural Administrators* on the [website](#) of the National Endowment of the Arts.

Panel Review Process

GCA works to put together grant panels that are diverse in terms of the panelists' discipline, where they live in the state, ethnicity, gender, the size of their organization, experience, etc.

Once the deadline has passed, GCA staff review submitted applications to ensure that all required material is included. Panels are organized by program budget size so that the impact and scope of each program is evaluated in comparison to programs with similar resources.

GCA staff members prepare a report on applicants that did not complete the requirements of previous grants, such as late final reports or incomplete programs. After reading the applications and staff reports, panelists submit preliminary scores and comments. An overall preliminary score for each

applicant is determined by dropping the highest and lowest scores and averaging the rest. Panelists are then given access to comments from the other panelists as well as preliminary scores.

Panelists convene via conference call for the final evaluation. Panelists discuss each application, and then amend their preliminary scores if they choose. Once final scores are submitted, the high and low scores are dropped and the remaining scores are averaged to calculate the applicant's final score.

Once all panels are complete, all applicants are ranked by score. Applicants with the highest scores are funded.

Timeline

Grant review panel meetings will take place between March and June 2016. Organizations will be notified when their applications will be reviewed by the Panel, and all Panel meetings are open to the public.

Grant announcements will be made via e-mail in July 2016.

APPLICATION INSTRUCTIONS

PLEASE NOTE: GCA has changed its online application system from e-Grant to GO. All FY17 applications must be submitted through GO.

GO Online Application

Applicants may access GO at <http://gca.culturegrants.org/>.

Because this is a new system, all applicants must register for a new account. To register, click the SIGN UP button and follow the instructions. At the bottom of the page you will see the question, “Would you like to associate this user account with an organization?” You should enter YES.

On the second registration page, the first question will ask the applicant to choose an Organization Role. The applicant should choose DISTRIBUTOR/DIRECT RECEIVER.

Multiple Users: The person who creates the account for an organization is the Primary Account Holder. That person has the ability to create Non-Primary Account Holders so that multiple people from the same organization can access an application. To do this, the Primary Account Holder should login, go to the Manage Account tab, and then click on Manage Users. Enter the information requested and click Submit. The GO system will automatically send an e-mail to that person asking him/her to validate the account and create a password.

Be sure to click SAVE at the bottom of each page to save the information you have entered before moving on to the next page.

Requirements

The following items are required as part of the application:

Complete online application in GO:

- Applicant information
- NEA data
- Narrative questions
- Budget
- Signature page

Attach to the GO application:

- Budget Breakdowns
- Board of Directors List/Advisory Committee List
- Support Material

If Applicable

The following items are required of some applicants and should be attached to the GO application:

- Letter from Parent Organization
- IRS 501(c)3 letter

The following pages will outline the specifics of each requirement. Do not submit any additional material other than what is requested as it will not be evaluated by the Panel.

The last page of the guidelines is a checklist which outlines how the application requirements should be organized and attached for the GO application.

Narrative

You must answer the following questions within the online application. Do not embed links to outside sources in your narrative. Panelists are not required to follow these links. If you would like to direct the panel to a website, include that link in the Support Material.

Arts Education Program Description, Goals, and Evaluation

- Provide the applicant's mission statement and a brief history of the applicant institution.
- Fully describe the arts education program for which funding is requested. Include the following information:
 - Title and description
 - Date(s)
 - Location(s)
 - Artists, instructors, consultants, and leaders involved in the program
 - Total number of students, audience, and/or participants in the program
- What are the goals for the arts education program described above? (Note: Program goals should focus on how the program will benefit students, not just the applicant.)
- How does the proposed program align with at least one of the Arts Learning Task Force Recommendations? (see p. 3 of the Arts Education Program Grant guidelines)
- How will the applicant measure the success of the program based on the stated goals? Describe the evaluation tools that will be used.

Student Impact

- Who is the target student audience for this program and how will the program reach them?
- How will the students that the applicant serves benefit from this program? How did the consideration of student needs inform the program design?
- Describe the entities (school, nonprofit organization, government agency, and/or teaching artist) engaged in the program, their role in the planning and evaluation process, and how the partnership will enable the applicant to reach the target student audience and/or improve the quality of the program.
- How will the applicant engage underserved students with this program? (Note: Underserved students are those groups that lack access to arts education because of any barrier, such as language, geography, economic status, physical ability, etc.)
- What steps will the applicant take to ensure that the venues/locations for the program are accessible to people with physical disabilities?

Program Excellence

- Provide a description of the relevant qualifications and experience of the personnel managing the program, as well as the artistic and academic personnel, including teachers and teaching artists involved in the program.
- Provide an example of recent programming produced by the applicant that demonstrates high quality work in arts education. If the applicant does not have a history of producing arts education programs, describe how the applicant institution is prepared to deliver high quality work in arts education.
- How does the program involve local teachers, parents, or other members of the community in the planning process?
- Does this program adhere to state and/or national education standards? If so, identify which standards and how the program aligns with them. If not, describe how the program meets other measures of academic quality.
- Is the program designed as part of a sequential and ongoing curriculum? If so, describe how the program fits within the appropriate sequential and ongoing curriculum. If not, explain how the program impacts the academic progress of students participating in the program.

Budget

In the online application, you will complete a budget chart. In the chart, you will enter the budget for the program for which you are requesting support. **The budget submitted with this application must be for funds which will be spent during GCA's FY17 fiscal year, which is July 1, 2016-June 30, 2017.**

- Do not include in-kind in the income or expense parts of the budget. In-kind will be listed in a separate question on the application.
- Following is a list of ineligible expenses. While you cannot use GCA funds for these expenses, you should include them in your budget if they are relevant to the application program.
- Your budget must show eligible expenses that are at least double the amount of your request. For instance, if you are requesting \$5,000, then your budget must show at least \$10,000 in eligible expenses.
- You may prorate overhead expenses into the budget for the program.
- The total income and expenses do not have to be equal; however, the total expenses should not be more than total income. Budgets that show more expenses than income will not be eligible for review.
- Provide an explanation for anything in the budget that may be confusing for panelists, such as an unusual expense. You may include this explanation within the budget breakdowns, or you may add an additional page at the end of the breakdowns.
- The budget **MUST** show a one-to-one cash match for your grant request. For instance, if you are requesting \$2,500 from GCA, your budget must show that you plan to raise at least \$2,500 from other sources (i.e. ticket sales, donations, memberships, etc.).

Ineligible Expenses

Due to prohibitions in the Georgia Constitution, by other regulations of the state, or by policy, there are expenses that Georgia Council for the Arts does not fund; however, **those items should be included in the budget.**

The following are **ineligible expenses**:

- Capital Expenditures/Equipment, which are permanent fixtures or equipment with a useful life of over one year that cost more than \$5,000. This includes:
 - Buildings or real estate
 - Renovations or improvements involving structural changes
 - Roads, driveways, parking lots, or other related projects or repairs
 - Permanent or generally immobile equipment
- Debt and interest associated with capital expenditures
- Depreciation or bad debt
- Fundraising event expenses
- Tuition for college/university study
- Late registration fees for conferences
- Scholarships, prizes, or endowment funds
- Alcohol or concessions
- Entertainment expenses (receptions, refreshments, parties, staff awards, flowers, etc.)
- Fees paid to lobbyists
- Programming outside of Georgia
- Travel and accommodation expenses that are over the rate allowed by the state of Georgia (see <http://www.gsa.gov/portal/category/100120> for a breakdown of travel rates)
- Any expenses labeled as miscellaneous, other, additional expenses, discretionary expenses, slush fund, etc.

Attachments

The following items (which will be described in full later in this section) must be attached to your online application.

- Budget Breakdowns
- Board of Directors List/Advisory Board List
- Support Material

The following items are required of some applicants and should be attached to the GO application:

- Letter from Parent Organization
- IRS 501(c)3 letter

Format Requirements

Most panelists read applications and attachments online while others print out the attachments.

Follow these guidelines to ensure that all panelists can open your attachments and read them easily:

- Put the organization's name on each attachment page in a header or footer.
- Use the organization's name in the title of each attachment file along with a description of the contents. For example:

- Acme Theatre Advisory Board
- Acme Theatre Budget Breakdown and Board List
- Submit documents only in Microsoft Word, Microsoft Excel, or PDF. Panelists are not required to open any attachment that is not in these formats.
- If you scan material, make sure that it does not appear sideways or upside down on screen.

Budget Breakdowns

Include a breakdown for each of the following budget lines:

Expenses

1. Personnel-Administrative
2. Personnel-Artistic
3. Outside Fees
5. Remaining Expenses

Income

9. Contracted Services
10. Corporate Support
11. Foundation Support
17. Revenue-Other

The breakdown should include a description and amount for all items that make up the total for that line.

Use the following format for the budget breakdowns. A complete list of Ineligible Expenses can be found on page 8 in the Budget section.

EXAMPLE:

Budget Line	Expense	Eligible GCA Expense	Ineligible GCA Expense	Total
Remaining Expenses	Utilities	\$246		
	Cast Party, Refreshments		\$100	
	Rent for Theatre Venue	\$750		
	Costumes	\$1,000		
	TOTAL			\$2,096

Board of Directors/Community Advisory Committee List

Choose the following category for your organization and follow the instructions for listing your board/community advisory committee. At the end of the list, briefly describe the contributions (monetary and/or in-kind) made by board members.

Non-Profit Organizations: List the following for each Board member:

- Name
- Position on board (if applicable)
- Corporate, business or community affiliation
- Number of years on the board
- Board term end date
- City/County of residence

Units of Government, School, or Library: A **Community Advisory Committee** must be established that provides oversight to the organization, agency, or school, and at least 60% of the committee’s members must be from the organization’s community, not government officials or staff. List the following for each Committee member:

- Name
- Position on committee (if applicable)
- Corporate, business or community affiliation
- Number of years on the committee
- Affiliation (government official, staff of organization, or community member)

Colleges/Universities: A **Community Advisory Committee** must be established that provides oversight to the organization and at least 60% of the committee’s members must be from the community, not students, faculty, or staff of the educational institution. List the following for each Committee member:

- Name
- Position on committee (if applicable)
- Corporate, business or community affiliation
- Number of years on the committee
- Affiliation (student, faculty, or staff of the college/university or community member)

Support Material

Support material may include any material that gives panelists a deeper understanding of the arts education program. This could include items such as selections from lesson/unit plans, study guides, teacher guides, and/or evaluation instruments. Photos of artists and/or instructors working with students may also be submitted. Support material may also include resumes, letters of support, surveys, survey results, sketches, videos, etc. Clearly identify each item.

The following chart will be on the attachment page online:

Upload Requirements	Min. #	Max #	Max File Size	Uploaded
Images	0	10	25MB	
Videos	0	3	250MB	
Documents	1	10	10MB	
Audios	0	3	250MB	

The table shows the minimum and maximum number of items that you may upload in each category, as well as the maximum file size for each.

The Support Material for each applicant must include a work sample which demonstrates the quality of the work of the organization and/or the artists involved with the program. For example, a dance company should include video of a performance or lesson, a museum should include photos of work that will be exhibited and a sample teachers' guide, a summer art program should show examples of student work and curriculum used in past years, etc. Panelists will be evaluating program excellence, so include enough material that the panel can evaluate the quality of the work that will take place. Applications that do not include a work sample will be ineligible for review.

- The maximum number of documents (10) **INCLUDES** the other required attachments (Budget Breakdowns, Board List, etc.)
- In terms of Support Material, the minimum requirement is a single work sample (i.e. one video, audio sample or photo). In terms of the maximum amount of Support Material, panelists are only required to review:
 - 10 pages of documents
 - 10 images
 - five minutes of audio/video
- Audio/video samples may either be uploaded directly into the online application system, or applicants may upload a Word document with links to online audio/video samples.
- Audio/video samples uploaded directly into the online application system should be no longer than five minutes each. Online samples may be any length, but panelists are only required to watch/listen to five minutes of material.
- Do not provide links to Dropbox, Hightail or any other file sharing service. These links often timeout before panelists have had a chance to access the files.
- Do not submit links to promotional videos that have extremely short clips of an artist/group's work. It is difficult for panelists to assess the artistic quality of the work through these types of videos.
- Submit photos and/or images within a Word document or PDF, or via links to online images.

If Applicable

The following two elements will apply to only some applicants:

Letter from a Parent Organization

Applicants using a parent organization's 501(c)(3) must include a letter from the parent organization's Board Chair or Executive Director stating that the applicant organization is authorized to use the 501(c)(3) status of the parent organization.

Please note: A parent organization is not the same as a fiscal agent. GCA defines a parent organization as one with which an applicant has a long-term, legal relationship, and the parent organization has the ultimate fiduciary responsibility for the organization. A fiscal agent is an organization which allows an applicant to apply for funding using the fiscal agent's non-profit status, but which does not have a legal, ongoing, binding relationship with the applicant. While GCA allows

applications from organizations using a parent organization's non-profit status, GCA does not accept applications from organizations acting as fiscal agents for another organization.

501(c)(3)

Any nonprofit applicant that has never received a GCA grant or has not received a grant from GCA since FY12 should include a copy of their IRS 501(c)(3) letter. A letter from the state indicating that the applicant has non-profit status cannot be submitted in place of the IRS 501(c)(3) letter.

SCORING CRITERIA

Panelists will use this scoring matrix to inform their scoring decisions:

Maximum available points	POOR	WEAK	AVERAGE	GOOD	EXCELLENT
25	1-5	6-10	11-15	16-20	21-25

Panelists will evaluate the applications based on the following criteria:

Arts Education Program Design, Goals, and Evaluation (25 points)

- Based on the mission and history of the applicant, does the institution have the capacity to deliver the proposed program?
- Is the description of the arts education program clear? Is it realistic? Has the applicant considered all facets of the program?
- Does the applicant have clear, measurable, attainable goals or outcomes for the program? Does the goal of the program focus on the students being served, rather than exclusively on the applicant?
- Does the program effectively align with one of the Arts Learning Task Force Recommendations? (see page 3 of the guidelines for specific recommendations)
- Does the applicant have a method to evaluate their success at achieving their identified goal(s)? Is the evaluation plan sufficient and effective?

Student Impact (25 points)

- Is there a clear target student audience and a clear plan to reach that audience? Will this program benefit the students who are the target audience in a meaningful way?
- Will the arts education program have a significant impact on the students served? Did consideration of student needs inform the program design?
- Does the applicant have strong partnerships that allow them to reach the targeted student audience or increase the impact or quality of the program?
- Will the program effectively engage underserved students?
- Is the applicant taking adequate steps to ensure that the venues/locations for the program are accessible to people with physical disabilities?

Program Excellence (25 points)

- Does the applicant have qualified people managing the program? Are qualified artistic and academic personnel involved in the program? If teaching artists are being hired for the program, does their work demonstrate high quality?
- Does the applicant demonstrate a track record of and/or capacity for following best practices to ensure the quality of the arts education program being produced?

- Is the applicant working with local teachers, parents, or other members of the community to plan the arts education program?
- Does the arts education program effectively align with state and/or national education standards or other identified measures of quality?
- Is the arts education program a meaningful part of a sequential and ongoing curriculum or other identified measures of academic progress?

Fiscal and Organizational Stability (25 points)

- Is the budget sufficient for the program proposed?
- Are the income goals reasonable?
- Is the application well-prepared?

GLOSSARY

Arts Education - The arts taught as an academic subject within a formal learning structure, such as a public school, private school, arts school, or a program administered by a nonprofit organization or government agency.

Arts Classes - Courses offered in various arts disciplines, including visual art, dance, music, theatre, creative writing, and media arts.

Arts Integration - The integration of arts instruction with other academic subjects. Instruction should connect the art form with another subject in a way that meets standards and objectives for both the arts subject area and the non-arts subject.

Arts Instructors or Arts Teachers - All individuals delivering arts instruction, including arts specialists, classroom teachers, paraprofessionals, artists, and volunteers.

Arts Specialists - Arts specialists are arts instructors trained and certified to teach in an arts subject in a K-12 setting. Their training includes child development, pedagogy, and classroom management, in addition to training in their art form.

Community Partnerships – A partnership between a school and nonprofit organization or government agency. For this grant, the purpose of the partnership should be to deliver an arts education program. The partnership should expand the scope or quality of the program, improve engagement with the target audience, and/or increase the number of participants in the program.

State and/or National Standards – State standards are adopted by the state Department of Education and are available for all academic subject areas, including dance, music, theatre, and visual art. State standards are available on the Georgia Department of Education website. National standards are developed by the service organizations in each subject area, including dance, music, theatre, visual art, and media arts. National standards for arts subject areas are available on the National Coalition for Core Arts Standards website.

STEAM – Arts integration specific to STEM subjects – science, technology, engineering, and math.

Teaching Artists – Professional working artists who also teach in schools. Qualified teaching artists should demonstrate training and/or certification to work in the classroom, as well as experience teaching the relevant subject matter.

ARTS EDUCATION PROGRAM GRANT APPLICATION CHECKLIST

Be sure to complete all of the questions in the online application and attach all required components. Incomplete applications will not be reviewed. Applicants cannot submit additional information or material after the deadline of midnight on March 16, 2016.

GO Online Application

The following items are included as part of the online application:

- Applicant information
- NEA data
- Narrative questions
- Budget
- Signature page

Attachments

The following items must be attached to the GO Online Application:

- Budget Breakdowns
- Board of Directors/Advisory Committee List
- Support Material

If Applicable

The following items are required of some applicants and should be attached to the GO application:

- Letter from Parent Organization
- IRS 501(c)3 letter

*If you have questions about the Arts Education Program Grant,
please contact Allen Bell, Arts Education Manager,
at abell@qaarts.org or (404) 962-4839.*