FY2021 Partner Grant Guidelines

GCA supports all types of arts projects and organizations, from small to large, emerging to established, traditional to contemporary, rural to urban, and community-based to professional. Each year, grants go to first-time applicants as well as those that have applied for decades.

GCA encourages all eligible organizations to apply.
Applicants should thoroughly review the FY21 guidelines before preparing the application.

**Grant Description**  
Partner Grants provide operating support for eligible arts organizations located in Georgia.

**Deadline**  
February 5, 2020 at 11:59 PM

**Link to online application**  
https://www.grantinterface.com/Home/Logon?urlkey=gaarts

**Online Training Webinar**  
Tuesday, January 14, 2020 at 1:00  
To register, go to https://www.eventbrite.com/e/fy21-partner-grant-workshop-tickets-86567239945  
A recording of this webinar will be available at https://gaarts.org/what-we-do/grants/partner-grant/ after January 15.

**Grant Request**  
The maximum request is $20,000 and the minimum request is $10,000

**Requirements**
- Online application
- Narrative
- Staff Bios
- IRS 501(c) Letter (required only of some applicants)
- Budget Form
- List of Programs
- FY21 Strategic Plan
- Board of Directors List/Advisory Board List
- Support Material

**Questions**  
If you have any questions about the guidelines or the application process, we are available to answer your questions:  
Tina Lilly  
Grants Program Director  
tlilly@gaarts.org  
404-962-4827

People with disabilities requiring assistance with this information or information in a different format, please contact:  
Delilah Johnson-Brown, Accessibility Coordinator  
Georgia Council for the Arts  
75 Fifth St. NW, Suite 1200  
Atlanta, GA 30308  
404-962-4837  
dbrown@gaarts.org
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
• Catalyze economic development through the arts
• Enrich individual lives through the arts
• Build community vitality
• Tell the story of the impact of the arts in Georgia

Introduction to GCA Grants
GCA believes that the arts can transform communities, and our grants support those organizations whose work demonstrates a significant benefit to the people being served.

We ask that you keep the following in mind when applying for a Partner Grant:

• In FY20 we were only able to fund 66% of Partner Grant applicants. Our budget determines how many applicants we are able to fund, so some deserving applicants will not receive grants.
• We try to keep changes to a minimum; however, there are variations in the guidelines and the application process from year to year. Applicants should carefully read the guidelines completely each year.
• Because of the large number of applicants, GCA staff members cannot preview your application or check to make sure it is complete.
• Each year, Partner Grants are awarded to all types of organizations, from large to small, urban to rural, classical to contemporary, and first-time applicants to those that have applied for many years. We strongly encourage all types of organizations to apply.
• Grant review panelists are not allowed to consider outside information when scoring. They can only score based on information that is included in the application.
• Your application is reviewed by different panelists from year to year, so do not assume that panelists have knowledge of your past applications or your history with GCA.
• Grant review panelists are from all areas of the state, so make sure that your application is understandable to people that are not familiar with your community.
• Panels are organized by applicant budget size so that each applicant is being evaluated against organizations with similar resources.
• All panels are multi-disciplinary, so make sure that your application is understandable to people outside of your artistic discipline.
• You will be notified when your grant review panel is meeting and how to dial in and listen to the panel discussion.
• Grants are based solely on the application score. An applicant’s grant history with GCA, size, location, discipline, etc. will not have an impact on FY21 funding decisions.
• Applicants awarded FY21 Partner Grants will receive an award that could range from $10,000-$20,000, though no grantee will receive more than is requested in the application. The award amount will depend on the applicant’s score.
• The highest score awarded to an application varies every year as do the number of applicants, the number of applications that are funded, and the funding cutoff score. For instance, a score of 85 one year may result in a grant, while the next year, it may mean that the applicant is not funded. A score of 95 one year might be the top score and result in a $20,000 grant, while the next year, the same score may result in a $15,000 grant if a number of other applications received higher scores.
• The amount of an organization’s FY21 grant will be based solely on the score for the FY21 application, not on the amount of awards made in previous years.
• Applications that are late or are not complete will be ruled ineligible and will not be reviewed by the panel. Applicants may not submit the missing material after the grant deadline. Applicants also may not change information that has been submitted after the deadline. Double check your application before submitting it to make sure it is complete.
• If you discover that your submitted application is missing required information, or you need to change information, GCA staff members can reopen your application as long as the deadline has not passed. You must notify GCA staff in enough time that the application can be reopened, you can make the edits and submit the application again before the deadline.
• GCA staff members want to do all that we can to assist you with your application. Please do not hesitate to call or e-mail us with questions.

Panel Review Process
GCA works to put together grant panels that are diverse in terms of the panelists’ disciplines, 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. Incomplete applications are ineligible for review and are not forwarded to the grant review panels. Panels are organized by applicant budget size so that each applicant is being evaluated against organizations 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 projects. Panelists read the applications and staff reports and 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. The high and low scores are then dropped, and the remaining scores are averaged to get the applicant’s final score.
Once all panels are complete, all applicants are ranked by score for each grant type. Applicants with the highest scores in each grant category are funded. GCA funds as many applicants as possible, moving down the list of organizations until the grant funds are exhausted.
## ELIGIBILITY

### Grant Description
Partner Grants provide operating support for eligible arts organizations located in Georgia.

### Eligibility
All eligible applicants must be located in Georgia, registered with the Georgia Secretary of State, and must have completed all requirements of any previous GCA or state of Georgia grant. FY20 GCA grantees are allowed to apply for FY21 grants. Performing arts groups organized as non-profits will be eligible to apply if a majority of the group’s members live in Georgia.

| ARTS ORGANIZATIONS | • must have an arts-based mission statement  
|                    | • must be a non-profit 501(c)3  
|                    | • must be registered with the Georgia Secretary of State  
| MULTIDISCIPLINARY ORGANIZATIONS | • must mention the arts in the mission statement  
|                               | • must have arts programming that is more than 50% of overall programs  
|                               | • must be a non-profit 501(c)3  
|                               | • must be registered with the Georgia Secretary of State  
| ORGANIZATIONS WITHIN A COLLEGE/UNIVERSITY OR LOCAL GOVERNMENT | • must have its own community advisory board (see)  
|                                                                | • must receive at least 20% of income from outside sources  
|                                                                | • must NOT be an academic department  
|                                                                | • must manage its own budget  
|                                                                | • must not exclusively present work for or by students  
|                                                                | • must have an arts-based mission statement  

Who is NOT eligible to apply?
- Individuals
- Organizations with fiscal agents
- Non-profit organizations that do not have their own IRS 501(c) status

**Please note:** GCA will accept applications from parent organizations, but not fiscal agents. 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, binding, long-term relationship with the applicant nor does it have fiduciary responsibility.

If your organization is not eligible to apply for the Partner Grant, you may be eligible for the Project Grant or Arts Education Program Grant.

**Eligible Applications**

Eligible applications must:

- Include arts programming that is completed between July 1, 2020 and June 30, 2021.
- Include a one-to-one cash match in the budget.
- Include a public component in the programming. GCA defines a public component as an element of the project that is open to the general public. This element does not have to be free. Organizations may charge admission to the public component.
- Not include programming that promotes a specific religious doctrine, political party or candidate.
- Not include programs that are exclusively by or for students if the applicant is a school or college/university.
- Be submitted through GCA’s online grant application system with no missing components by the deadline of February 5, 2020 at 11:59 PM.

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.

<table>
<thead>
<tr>
<th>Can you submit BOTH a Partner Grant application AND...</th>
</tr>
</thead>
<tbody>
<tr>
<td>a Project Grant application?</td>
</tr>
<tr>
<td>NO</td>
</tr>
<tr>
<td>However, the programming and budget in your Arts Education application should not also be included in your Partner application.</td>
</tr>
</tbody>
</table>
Funding Request
Partner Grant applicants may request no more than $20,000 and no less than $10,000. The grant request may not be more than 50% of total expenses. The budget must show a one-to-one cash match for the request amount.

Deadline
The deadline is 11:59 PM on February 5, 2020. The application with all required components must be completely uploaded into Foundant, GCA’s online grant application system, by the deadline. GCA strongly encourages applicants to submit the application well ahead of the deadline so that there is time to upload all attachments and resolve any unexpected issues. No changes to the application may be made nor will additional material be accepted after the deadline.

GCA staff will not be available to assist with questions or to resolve technical issues after 5:00 PM on the day of the application deadline. If an applicant wants to amend an application that has been submitted, the applicant must contact a GCA staff member prior to 5:00 PM on the day of the grant deadline. GCA staff members can reopen an application, but the grantee must make the changes and resubmit the application before the deadline.

GCA will not accept applications after the deadline for any reason, including technical issues with the applicant’s computer system or problems with the online application system that occur after the GCA office closes at 5:00 PM on February 5.

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.

These are the most common reasons that applications are deemed ineligible for review:

- The application is missing required information.
- The budget shows more expenses than income.
- The budget does not show a cash match for the grant request.
- The budget submitted is not for the GCA FY21 funding period of July 1, 2020-June 30, 2021.
- Programming takes place outside of the grant period (July 1, 2020-June 30, 2021).
- Support Material does not contain a work sample.
- The organization’s programming is not arts programming.
- The applicant is not eligible to apply for GCA funding.
- The application is submitted after the deadline.
- The strategic plan ends prior to the funding period (July 1, 2020-June 30, 2021) or does not overlap the funding period by at least six months.
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. http://arts.gov/accessibility/accessibility-resources/publications-checklists/accessibility-planning-and-resource

Timeline

Public Art
There are many aspects to planning a public art project. If your FY21 programming includes projects such as a mural, sculpture, or other form of public art, GCA recommends that you utilize this checklist to ensure that you have addressed all facets of your project.

- **Partnerships:** Have you included a diverse group of community members to help put together your project plan?
- **Community Input:** Do you have a plan to get public input from all parts of the community for the project and the design to ensure that you have support and buy-in? Are you listening to their feedback and incorporating it into your plan/design? Are you soliciting input at the beginning of the planning process and not waiting until the end?
- **Location:** Do you have an agreement with the owner of the site where the artwork will be located?
- **Historic Building:** If a mural will be on a historic building, have you checked to ensure the project will not damage the building? If the building is in a historic district, are murals allowed?
- **Site Prep:** Have you included any site preparation (landscaping, painting, etc.) or equipment rental in your budget?
• **RFP:** Have you drafted a call for artists that clearly outlines the scope and budget of the project?

• **Professional Artists:** Have you enlisted arts professionals to assist with the selection of the artist?

• **Contract:** Do you have a contract for the artist that clearly outlines the
  o Scope of work
  o Budget
  o Schedule and deadlines
  o Process through which the final design will be approved
  o Manner in which changes are requested
  o Payment schedule
  o Way the artist will be credited on the work
  o Entity that will pay for materials, equipment, site preparation, etc.

• **Copyright:** Do you understand that the artist will retain the copyright for the work, but you should request permission to use images of the work for publicity?

• **Maintenance:** Do you have a plan to pay for upkeep on permanent works of art? Do you plan to get a plan for estimated maintenance from the artist?

For examples of documents and additional information on all aspects of planning a public art project, go to Americans for the Arts’ Public Arts Network- https://www.americansforthearts.org/by-program/networks-and-councils/public-art-network/tools-resources/public-art-administrators

For additional information on murals and historic buildings, go to GCA’s website: https://gaarts.org/tools-for-advancement/public-art/

**PANELIST INTERVIEW PHONE CALLS**

Each grant review panelist will be assigned 2-3 organizations to contact and interview. The interview will give panelists a chance to ask questions about the application. Applicants should be contacted in March-April via e-mail to set up an appointment for the call. GCA will e-mail information prior to that point with complete information on the interview process.
APPLICATION INSTRUCTIONS

All FY21 applications must be submitted through the Foundant online application system. Applicants may access Foundant at [https://www.grantinterface.com/Home/Logon?urlkey=gaarts](https://www.grantinterface.com/Home/Logon?urlkey=gaarts).

If you have already set up an account in Foundant
On the login page, enter your e-mail address and password and click Log On. If you forgot your password, click Forgot your Password? and the password will be sent to the e-mail address for the organization’s contact person. If this does not work, or the contact person is no longer at your organization, please submit a Change of Information Form: [https://www.cognitoforms.com/GDECD1/GCAChangeOfInformationForm](https://www.cognitoforms.com/GDECD1/GCAChangeOfInformationForm). GCA will verify the new contact person and e-mail the new login information. Please note, this may take up to a week.

If you have not set up an account in Foundant
On the login page, click Create New Account and enter the required registration information. Once you have entered the information, click Create Account. You will be taken to the Email Confirmation page to confirm that you are receiving emails from the system. Follow the onscreen instructions and click the Continue button to finish the registration process.

**DUNS** To create an account, you will need your organization’s Federal Employment Identification Number (FEIN) and a DUNS number. A DUNS number is a unique nine-character number used to identify your organization. To look up your organization’s DUNS number, or to request a DUNS number, go to [https://www.dnb.com/duns-number.html](https://www.dnb.com/duns-number.html). If you will not receive your DUNS number prior to the grant deadline, you may proceed with registration by entering 111111111 as your DUNS number. However, if you receive a grant, you must submit your organization’s actual DUNS number before GCA can issue a grant contract.

When you complete these steps, you will land on the Apply Page. This page will show you any open grants to which you may apply. To start a request, click on the blue Apply button under the grant for which you would like to apply.

Once in the application:
- Once you have completed the form, you may click the Application Packet button to download a copy of the questions and your responses.
- If you would like a PDF copy of the application, click the Question List button.
- Any fields with an asterisk are required fields.
- The system will auto-save every 100 characters typed or every time you click out of a field.
- Some fields have character limits. Responses that are longer than the set limit will be saved, but an error message will appear informing you that the limit has been exceeded. You will not be allowed to submit the form until the length of the response has been decreased.
• If you save and exit the system, you will access the draft of your application from your Dashboard the next time you log in. Pick up where you left off by clicking the pencil icon to the right of the request.

**Requirements**
The following items are required as part of the application:

You will complete this information online:
• Online Application
• Narrative
• Staff Bios

You will create/complete these items offline and then attach them to your online application:
• IRS 501(c) Letter (required only of some applicants)
• Budget Form
• List of Programs
• FY21 Strategic Plan
• Board of Directors List/Advisory Board List
• Support Material

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.

**NARRATIVE**
You must answer the following questions within the online application. Do not imbed 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.

There is a 2,000-character limit to the answer for each question unless otherwise indicated.

**Overview**
• What is the organization’s mission? *(500-character limit)*
• Briefly discuss the organization and its history and give a short overview of the type of services/programming the organization offers.

**Community Impact**
• Describe the community the organization serves. This community could be defined by geography, age, physical ability, gender, ethnicity, etc., or any combination of these or other traits. *(2,500-character limit)*
• How does the work of your organization benefit the community you identified in the previous question? Provide specific data which confirms the value of your work in your community. *(2,500-character limit)*

• Provide a specific example of a past program that had a clear impact on a person or people in your community.

• How does input from the community influence your programming decisions?

• How does the organization **actively** engage underserved audiences and develop ongoing relationships with these communities? How are members of targeted underserved communities involved in the planning of programs? (Underserved audiences are those groups that lack access to the arts because of any barrier such as language, geography, economic status, physical ability, etc.) The answer should not focus exclusively on giving away tickets or using an ADA accessible facility.

• Outside of utilizing a physically accessible venue, how does your organization ensure that people with disabilities can participate in and benefit from your programs?

• Describe a strong, meaningful partnership with another organization that helps/helped your organization reach new audiences or develop stronger relationships within your community.

• Describe how your organization demonstrates diversity within your board, leadership/staff, artists, audience and programs.

**Quality of the Arts Experience**

• How will you ensure that the artists/instructors that your organization works with this year have strong technical abilities and the potential to have a deep impact on the community being served by your organization? Include the qualifications of the person/people making artistic decisions.

• Give an example of recent programming that demonstrates a strong arts experience for the community served.

**Goals**

*NOTE: If your organization is funded, the goals you cite in this section will become a part of your grant contract and you will report on them in your FY21 Final Report.*


• List two significant, measurable goals for your organization in FY21. *(2,500-character limit)* For each goal, explain:
  • Why the goal is important to the organization and the community served
  • How you will define success in achieving the goal
  • How you will measure/evaluate your success at achieving the goal
  • How the goal is tied to the larger goals in your strategic plan
  • How the goal supports GCA’s mission, “… to cultivate the growth of vibrant, thriving Georgia communities through the arts.”
STAFF BIOS
Submit short bios of senior and artistic staff members, or those that are making artistic and administrative decisions for the organization. These can be paid members of the staff, volunteers, contracted artists, or a combination of all of these. The minimum requirement is one bio, though there is room to include up to five. If you would like to highlight other decision-makers at your organization, you may include additional bios in the Support Material.

ATTACHMENTS
The following items must be attached to your online application:

- IRS 501(c) Letter (required of some applicants)
- Budget Form
- List of Programs
- FY21 Strategic Plan
- Board of Directors List/Advisory Board List
- Support Material
- Bonus Support Material Video (optional)

Please keep the following in mind when attaching documents:

- File upload fields will only accept one file per field.
- Upload fields have size limits. If you attempt to upload a file that is larger than the set MB limit, you will receive an error message that the file is too large and the file will not be saved.
- GCA will only accept Word, Excel or PDF files to ensure that panelists are able to open all attachments. If you attempt to upload a file type in an unaccepted file type you will receive a warning and you will not be able to upload the file.
- Once a file has been uploaded, it may be deleted by clicking the red X next to the file name and then a new file can be uploaded.
- Put the organization’s name in a header or footer on each document in case panelists print out your material
- If you scan material, make sure that it does not appear blurry, sideways or upsidedown on screen.

501(c) IRS LETTER (only required of some applicants)
A non-profit applicant that has never received a GCA grant or has not received a grant from GCA since FY18 should include a copy of the organization’s IRS 501(c) letter. A letter from the state indicating that the applicant has non-profit status cannot be submitted in place of the IRS 501(c) letter. A non-profit organization that does not have 501(c) status by the grant deadline date is not eligible to apply. This requirement does not apply to state college/university entities, government entities, schools, or organizations that have been funded by GCA since FY18.
BUDGET

NOTE: In order to help cut down on applicant errors within the budget section of the application, GCA is introducing a new budget form which combines both the budget and budget breakdowns and automatically transfers the totals from the breakdowns to the budget. Applicants who have applied in previous years should review the Budget guidelines carefully for complete details on the new form and contact GCA with any questions.

Complete the FY21 Project Grant Budget Form and attach it to the application. The form can be found at https://gaarts.org/what-we-do/grants/partner-grant/. The form contains a series of worksheets, the first of which is the FY21 Partner Grant Budget Form, which asks for the budget for the FY21 funding period (July 1, 2020-June 30, 2021) as well as the actuals from the applicant’s most recently completed fiscal year. The lines highlighted on the budget form require a breakdown. There are eight subsequent worksheets which correspond to the eight budget lines requiring breakdowns. The breakdowns should list the components that make up the total for that budget line. The ninth additional worksheet is for any in-kind donations.

- 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 budget form.
- Your grant request may not be more than 50% of total expenses.
- The 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.
- The budget MUST show a one-to-one cash match for your grant request. For instance, if you are requesting $10,000 from GCA, your budget must show that you plan to raise at least $10,000 from other sources (i.e. ticket sales, donations, memberships, etc.) If a budget does not show a cash match, the application will be ineligible for review.
- The cash match may not be from other state of Georgia agencies or the National Endowment for the Arts.
- Following is a list of ineligible expenses. While you cannot use GCA funds for these expenses, you should include them in your budget.

The following budget-related issues will cause an application to be ruled ineligible:

- The budget is missing either expenses or income
- Expenses are more than income
- The budget does not include a cash match for the grant request
- The budget is missing breakdowns
- The budget breakdowns differ significantly from the budget itself.
- The budget is not for the funding period of July 1, 2020-June 30, 2021.
- The budget form is missing actuals from the most recently completed fiscal year
Ineligible Expenses
Due to prohibitions in the Georgia Constitution, by other regulations of the state, or by policy, there are expenses that GCA does not fund; however, **those items should be included in the budget and the breakdowns.** When completing the Budget Breakdowns for some of the budget lines, you will list each expense in either the Eligible Expenses or Ineligible Expenses column. Ineligible expenses cannot make up more than 50% of total project expenses.

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 projects/repairs
  - Permanent or generally immobile equipment
- Fundraising event expenses (Fundraisers are events planned to raise money that are not related to the organization’s mission.)
- Programming outside of Georgia
- Tuition for college/university study
- Scholarships, prizes, or endowment funds
- Debt and interest associated with capital expenditures
- Depreciation
- Bad debt
- Alcohol or concessions
- Entertainment expenses, such as receptions, refreshments, staff or cast parties, staff awards, flowers, etc.
- Late registration fees for conferences
- Fees paid to lobbyists
- Programs that are not arts-based
- Travel and accommodation expenses that are over the rate allowed by the state of Georgia (see [http://www.gsa.gov/portal/category/100120](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.

BUDGET BREAKDOWNS
**Personnel (budget lines 1 and 2)**
- For these lines, list the positions included in the total for that line. You do not have to list the individual salary for each position. Indicate whether each position is full-time (FT) or part-time (PT)
- Organizations with multiple employees in similar positions may group those positions together and list the number of positions included.
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 total 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: 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 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. Do not submit the board list for the college/university. 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)

LIST OF PROGRAMS (3-page limit)
Provide a list of arts programs that your organization plans to present in FY21 (July 1, 2020-June 30, 2021). Use the format presented below in the example. Programs may include exhibits, performances, classes, publications, conferences, residencies, readings, workshops, public art, etc. Include a very brief description of each service as well as information about the artists involved. In the last column, indicate why each program was selected, focusing on the benefit of the program to the community you serve.

- You may list programs individually or group them together. For example, you could list a Warhol and a Picasso exhibit separately or you could group them together under the
Art Exhibits.

- The programming must take place between July 1, 2020 and June 30, 2021
- List only services produced, presented, or coordinated by the applicant organization.
- Re-granting entities should not list programs presented by the organizations receiving grants
- Applicants should not list programs produced by their members
- Organizations should not list programs presented by another organization renting the applicant organization’s venue
- Organizations that present services that are not arts-based should list only arts programming.
- Do not list fundraisers or marketing material such as brochures, flyers, postcards, posters, ads, class schedules, etc.
- If you do extensive programming, you do not have to list each and every program, but you should list enough so that the panel gets a sense of the breadth and depth of your services.
- Be very specific when detailing the reason each program was chosen and the benefit to the community - the panel looks closely to see that programming clearly benefits the community being served.

Example

<table>
<thead>
<tr>
<th>Name of Program</th>
<th>Description/Artist Qualifications</th>
<th>Anticipated Audience</th>
<th>Reason this Program was Selected/Benefit to Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guitar classes</td>
<td>Jane Doe, the high school music teacher, will lead twice-weekly guitar classes during the summer targeted at 12-14 year olds.</td>
<td>22</td>
<td>Local police officers have noted an increase in vandalism from students in this age group who are left unattended during the summer when school is out and their parents/guardians are at work.</td>
</tr>
<tr>
<td>Classical music series</td>
<td>Three concerts by John Doe, Bill Smith and Jane Johnson. John Doe is Principal Cellist with the New York Symphony Orchestra. Jane</td>
<td>320 per concert</td>
<td>These concerts will be held in a rural south Georgia community with no other access to live classical music concerts.</td>
</tr>
</tbody>
</table>
Johnson won the Van Cliburn Competition in 2011. Bill Smith has been a professor at XYZ University teaching violin for the last 20 years.

| Classes | A series of 4 weekly, 2 hour-long classes for visual artists on setting up a website. The classes will be taught by John Smith, a web designer who specialized in sites for visual artists. | 25 | Our organization surveyed local artists about their needs and 76% expressed an interest in a class showing them how to set up a web site. |

**STRATEGIC PLAN**
Submit your strategic plan for FY21 (July 1, 2020 - June 30, 2021). This can be a multi-year plan or a plan only for FY21.

If the plan does not contain the following, add additional pages with this information:
- Period of time covered by the plan
- Groups involved in providing input on the plan (i.e. staff, board, funders, members, local officials, community groups, etc.)
- Information indicating the organization’s progress towards achieving each step
- The date when the plan was/will be approved by the Board

**P**lease **N**ote: If your FY21 Strategic Plan is still in the draft stage but will be completed before July 1, 2020, you may submit the draft. You should only do this if the draft is far enough along that panelists can get a sense of the scope and goals of the plan. If your draft is in its early stages or will not be completed by July 1, 2020, you should apply for a Project Grant instead of a Partner Grant.

- If you submit a draft of the FY21 strategic plan and you are awarded a grant, you will be required to submit a complete, board-approved copy of the plan along with your grant contract.
- If your organization’s fiscal year does not align with GCA’s fiscal year, then the plan you submit must overlap with GCA’s 2021 fiscal year by at least six months.
- If your strategic plan is online, you may submit a link to the plan.
- If your organization does not have a strategic plan for FY21, then you should apply for a
Project Grant.

**SUPPORT MATERIAL**
Support Material refers to material submitted by an applicant that is in addition to the other required material detailed elsewhere in the guidelines. Each applicant has the freedom to include in Support Material items that will help the panel better understand the organization, the project, the community being served or the artists involved. Support Material could include items such as resumes, reviews, photos, letters of support, surveys, survey results, videos, teacher guides, recordings, newspaper articles, etc. You may also include information in the Support Material that you were not able to include in the narrative.

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 project. For example, a dance company should include video of a performance, a museum should include photos of work that will be exhibited, an art festival should show examples of artists that have exhibited in past years, etc. Applications that do not include a work sample will be ineligible for review.

- The minimum requirement for Support Material is a single work sample (i.e. one video, audio sample, excerpt or photo). The maximum amount of Support Material is:
  - 10 pages total within a single PDF document
  - 5 minutes of audio/video
- The 10 pages can be made up of any combination of photos, links, copy, articles, etc.
- Audio/video samples should be included as internet links. Please provide a short description of the material that panelists will see/hear in your sample. Online samples may be any length, but panelists are only required to watch/listen to a total of five minutes of material.
- Do not provide links to Dropbox, Hightail or any other file sharing service. These links sometimes timeout before panelists have had a chance to access the files.
- If you do not want your video/audio sample to be public online, you can choose to make it private on sites such as YouTube or Vimeo.
- The file size limit for Support Material is 14MB

**BONUS SUPPORT MATERIAL (optional)**
Applicants have the option to submit an additional video that is up to 5 minutes long. This video may be recorded on a cell phone- panelists will not be evaluating the quality of the video. Applicants have the freedom to include anything they choose on the video. Applicants could use the video to:

- Record a statement directly to the panelists from the organization’s staff or board
- Show the reaction of participants to the organization’s programs
- Explain any part of the application that panelists may find confusing
- Allow artists to better explain their work
• Show panelists the organization’s facility

As with other video and audio samples, the Bonus Video should be submitted via a link to an online site. Please see the Support Material section for complete information. Include the link with the Support Material and label it Bonus Support Material Video.

Applicants will not be penalized for choosing not to submit a bonus video.

**Submitting the Application**
When all of the fields are complete, submit the application by clicking the Submit button on the last page of the application. If any required fields were not completed, or a response to a text question type is longer than the set limit, the system will not allow the application to be submitted. An error message will appear listing the fields that need to be completed or edited. These fields are outlined in red so they are easy to identify.
Panelists use this scoring matrix:

<table>
<thead>
<tr>
<th>Maximum available points</th>
<th>POOR</th>
<th>WEAK</th>
<th>AVERAGE</th>
<th>GOOD</th>
<th>EXCELLENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>40</td>
<td>1-8</td>
<td>9-16</td>
<td>17-24</td>
<td>25-32</td>
<td>33-40</td>
</tr>
<tr>
<td>20</td>
<td>1-4</td>
<td>5-8</td>
<td>9-12</td>
<td>13-16</td>
<td>17-20</td>
</tr>
<tr>
<td>10</td>
<td>1-2</td>
<td>3-4</td>
<td>5-6</td>
<td>7-8</td>
<td>9-10</td>
</tr>
</tbody>
</table>

Panelists will evaluate the applications based on the following criteria:

**Community Impact** (40 points)
- Does the organization clearly identify the community served?
- Is there a clear tie between the community served and the mission of the organization and its programs?
- Do the organization’s programs benefit its community?
- Does the organization consider audience and community input when making programming decisions?
- Does the organization actively engage underserved audiences and develop ongoing relationships with these communities?
- Are members of targeted underserved communities involved in the planning of programs?
- Does the organization ensure that people with disabilities can participate in and benefit from its programs?
- Does the organization describe a strong partnership that allows it to better serve its community and/or reach new audiences?
- Does the organization demonstrate diversity in their board, leadership/staff, artists, audience and programs?

**Quality of the Arts Experience** (20 points)
- Can the organization ensure that the artists/instructors that the organization works with will have strong technical abilities and the potential to have a deep impact on the community being served?
- Does the organization have a qualified person/people making artistic decisions?
- Does the applicant organization have experience providing strong arts events for the community?

**Goals** (20 points)
- Does the organization have a clear, comprehensive FY20 strategic plan with specific, attainable goals?
• Do the goals in the strategic plan help the organization achieve its mission?
• Did the applicant clearly identify two goals for FY20 in the narrative?
• Will achieving the two goals benefit the organization’s community?
• Does the organization have an effective way to measure their success at achieving the goals?
• Do the organization’s goals align/intersect with GCA’s mission?
• Do the goals listed in the application help to achieve the larger goals in the strategic plan?

**Fiscal Stability** (10 points)
• Is the organization fiscally stable?
• If there is debt, is there a strong plan to eliminate it?
• Are there diverse revenue sources in the budget?
• Is the budget reasonable and sufficient for the programming proposed?

**Organizational Stability** (10 points)
• Is the application well-prepared?
• Are there any areas of concern with the administrative structure of the organization, such as the board, the staff, or the overall mission of the organization?
PARTNER GRANT 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.

FOUNDANT ONLINE APPLICATION

- Narrative
- Staff Bios

ATTACHMENTS

- Budget Form
- List of Programs
- FY21 Strategic Plan
- Board of Directors List/Advisory Board List
- Support Material including work sample
- IRS 501(c)3 Letter (required only of some applicants)
- Bonus Support Material Video (optional)

If you have any questions, please contact Tina Lilly, Grants Program Director, at tlilly@gaarts.org or (404) 962-4827.