



## **FY24 Arts Education Program Grant Guidelines**

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GCA supports all types of arts education programs 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 schools, organizations, and agencies to apply.**

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# ARTS EDUCATION PROGRAM GRANT • FY24 GUIDELINES

## TABLE OF CONTENTS

<b>Basic Information.....</b>	<b>3</b>
<b>Introduction.....</b>	<b>4</b>
<b>FY24 Arts Education Program Grant Guidelines.....</b>	<b>7</b>
<b>Application Instructions.....</b>	<b>13</b>
<i>Narrative.....</i>	<i>15</i>
<i>Attachments.....</i>	<i>16</i>
<i>Budget Form.....</i>	<i>17</i>
<i>Board of Directors/Community Advisory Committee List.....</i>	<i>20</i>
<i>Support Material.....</i>	<i>21</i>
<i>If Applicable – 501(c)(3) letter.....</i>	<i>21</i>
<i>Submitting the Application.....</i>	<i>22</i>
<b>Panel Review Process.....</b>	<b>23</b>
<b>Glossary.....</b>	<b>26</b>
<b>Arts Education Program Grant Application Checklist.....</b>	<b>28</b>

## BASIC INFORMATION

**Applicants should thoroughly review the FY24 Arts Education Program Grant Guidelines before preparing their application.**

**Grant Description:** Arts Education Program Grants support arts learning projects for Pre-K-12 students by nonprofit organizations, local government agencies, libraries, or schools in Georgia.

**Deadline:** March 3, 2023, at 11:59 PM

**Link to online application:** <http://gaarts.org/apply>

**Training Webinar:** GCA will host an online workshop for the FY24 Arts Education Program Grant on Tuesday, January 17, 2023, at 1:00 p.m. To register for the workshop, visit the workshop registration page on Eventbrite. <https://www.eventbrite.com/e/fy24-arts-education-program-grant-online-training-workshop-registration-488056619487>. For those unable to participate in the online workshop, a recording of the webinar will be available at <https://gaarts.org/what-we-do/grants/arts-education-program-grant/> after January 17, 2023.

**Grant Request:** The minimum request is \$1,500 and the maximum request is \$8,000

**Requirements:** Online Application Form  
Narrative Question Answers  
Budget Form  
Board of Directors List/Advisory Board List  
Support Materials  
IRS 501(c)3 Letter (required only of some applicants)

### **Questions**

If you have questions about the Arts Education Program Grant application, guidelines, or the application process, please contact: **Allen Bell, Director of Grants and Research**, at [abell@gaarts.org](mailto:abell@gaarts.org) or 404-962-4839, or **Emily Yewell Volin, Grants and Arts Education Programs Manager** at [evolin@gaarts.org](mailto:evolin@gaarts.org) or 404-962-4015.

### **Accessibility**

People with disabilities who require assistance with this information or who need this information in a different format, please contact:

**Karen Hampton, Accessibility Coordinator**

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404-962-4097 • [khampton@georgia.org](mailto:khampton@georgia.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.

### **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 excellence in the arts and education for K-12 students.

### **Program Eligibility**

Arts education programs eligible for funding include:

- Arts programs delivered to 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 delivered to K-12 students
- Arts integration or STEAM programs in K-12 classrooms
- Teaching artist residencies in K-12 classrooms
- Arts assembly programs at K-12 schools
- Virtual programs delivered to K-12 students, including live streaming and recorded programs

Eligible programs must 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 artist

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

Eligible programs may include professional development in the program scope and budget, but may not be solely comprised of professional development.

The Arts Education Program Grant is intended to fund a specific program or project, not to support all of the annual programming for an organization or school.

### **Funding Limitations**

Unfortunately, GCA is 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.

## Notes on 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 served.

We ask that you keep the following in mind when applying for an Arts Education Program Grant:

- In FY23, we were able to fund 95% of Arts Education Program Grant applications submitted. The limits of GCA's budget determines how many applicants the agency is 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 cannot preview applications or check to make sure they are complete.
- Arts Education Program Grants are awarded to all types of schools and organizations, from large to small, urban to rural, and first-time applicants to experienced grantees. GCA strongly encourages all types of eligible schools, organizations, and agencies to apply.
- Grant review panelists will not consider outside information when scoring. They will only score based on information that it is included in the application.
- Grant review panelists are from all areas of the state, so make sure that the application narrative communicates clearly to people who may not be familiar with your community or organization.
- GCA organizes panels by application budget size so that each application is evaluated within a grouping of projects with similar resources.
- All panels are multi-disciplinary, so make sure that your application is understandable to people outside of your artistic discipline.
- Applications are reviewed by different panelists from year to year, so do not assume that panelists have knowledge of your organization's past applications or your organization's history with GCA.
- Grant funding decisions are based solely on the application score. An applicant's grant history with GCA, size, location, discipline, etc. will not have a bearing on FY24 funding decisions.
- Applicants awarded FY24 Arts Education Program Grants will receive the full amount requested in the application unless the requested amount exceeds \$8,000 or is incorrect based on the total expenses or cash match.
- GCA grants are **reimbursement grants**. This means that the grant recipient organization will expend funds on the items proposed in the grant application budget and then request reimbursement for a percentage of those expenses.
- 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.
- 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

may not change information that has been submitted after the deadline. Double check your application before submitting it to make sure it is complete and accurate.

- 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 may be reopened, you can make the edits, and you can 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 for assistance with your application.

## **FY24 ARTS EDUCATION PROGRAM GRANT GUIDELINES**

### **Grant Description**

The Arts Education Program Grant provides support for arts education programs produced by organizations, schools, or agencies 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, afterschool 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.

FY24 Arts Education Program Grant applications may request support for virtual programs, which may be live streamed or recorded.

Applicants will compete for a grant to support an arts education program. The Arts Education Program Grant amount ranges from \$1,500-\$8,000. Applicants may only submit one Arts Education Program Grant application per fiscal year. Organizations may submit a Bridge Grant 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 Bridge Grant or Project Grant application. The Arts Education Program Grant application income and expenses should not be included in the Bridge Grant or Project Grant application budget.

### **Eligible Applicants**

All eligible applicants must:

- Be located in Georgia.
- Be registered with the Georgia Secretary of State.
- Have completed all requirements of any GCA or State of Georgia grant received in or prior to FY23. Organizations that received FY23 grants may apply for FY24 funding.

Performing arts groups such as a band or a chamber music quartet organized as non-profits will be eligible to apply if a majority of the group's members live in Georgia.

An eligible applicant must be one of the following:

- A non-profit organization located within Georgia and registered with the Georgia Secretary of State and the IRS; organizations must have attained non-profit status prior to the grant deadline of March 3, 2023
- A school
- A public library
- A government department or agency, such as a city, county, or local authority

- An entity within a college or university that:
  - has its own community advisory board (see definition on page 20)
  - receives at least 20% of its income for the program from outside of the college/university
  - is not an academic department within the college/university
  - manages its own budget

Who is NOT eligible to apply?

- Individuals
- Organizations with fiscal agents
- Non-profit organizations that do not have their own IRS 501(c)3 non-profit status
- Corporations or for-profit businesses
- Organizations that are based outside of Georgia

GCA will accept applications from parent organizations, but not fiscal agents. GCA defines a parent organization as one with which a subsidiary entity has a long-term, legal relationship, and the parent organization has the ultimate fiduciary responsibility for the entity. A fiscal agent is an organization which allows an applicant entity 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 ultimately have fiduciary responsibility.

Organizations with a parent organization based in another state, but with a chapter in Georgia may apply for arts education program support for the Georgia chapter; however, they must meet the following requirements:

- The chapter must have programming in Georgia
- The chapter must be registered with the Georgia Secretary of State
- The chapter must have a Georgia business address
- The organization registration in GCA's online grant system must use the Georgia chapter address
- Proposed programming in the application must take place in Georgia
- All GCA grant funds, and at least the required matching amount, must be spent on programs in Georgia
- The budget included in the application must be for only Georgia program expenses
- Except for the description of the overall organization, the application narrative must focus only on Georgia programs
- The applicant must have an advisory board specifically for the Georgia chapter



## Eligible Applications

Eligible applications must:

- Include arts education programming for K-12 students that takes place in Georgia and is completed between July 1, 2023 and June 30, 2024.
- 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 in the [Georgia Teaching Artists Registry](#).
- Include at least a 50% 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, political party, or candidate.
- Be submitted through GCA's online grant application system with no missing components by the deadline of **March 3, 2023, at 11:59 p.m.**

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.

If you are unsure whether your organization or project is eligible for a FY24 Arts Education Program Grant, please contact GCA staff for clarification.

### **Projects for Students: Should We Apply for a Project Grant or Arts Education Program Grant?**

Organizations with community-based arts enrichment programs for Pre-K-12 students, such as summer camps, should apply for Project Grants.

Organizations with projects for Pre-K-12 students that include a school partnership, tie to the school curriculum, and/or focus on delivering standards-based arts instruction, should apply for Arts Education Program Grants.

If you have questions about the type of grant that best matches your project, please contact GCA Grants Staff.

### **Eligible Projects**

All proposed projects must be **ARTS EDUCATION** projects. Eligible arts education projects include both in-person and virtual arts education projects. Arts education projects may include, but are not limited to:

- Performing Arts (dance, music, theatre, musical theatre, opera, storytelling, puppetry, and performance art)

- Visual Arts (two-dimensional, three-dimensional, photography, and digital)
- Media Arts (film, video, and audio)
- Literary Arts (poetry, fiction, and creative nonfiction)
- Folk & Traditional Arts (music, dance, theatre, storytelling, and crafts)
- Public Art (murals, sculpture, public concerts and performances)
- Multidisciplinary Arts Education Projects
- Education in any of the arts fields referenced above, including workshops, classes, demonstrations, and field trips
- Artist Residencies
- Arts Integration
- STEAM (arts integration of Science, Technology, Engineering, Arts, and Math)

GCA does not fund the following:

- Projects that are primarily science, social science, or history-based
- Culinary arts
- Fashion
- Martial arts
- Magic shows, circus arts, balloon twisters, parades, fireworks, or reenactments
- Body art, such as face painting, body painting, or tattoos
- Non-arts recreation, such as inflatable jumpers, petting zoos, 5K races or other athletic events
- Topiary/landscape art
- Interior design or beautification projects
- Renovations that are not specific to the implementation of an arts education project
- Equipment or furniture that is not specific to the implementation of an arts education project
- Signage that is not specific to the implementation of an arts education project

For multi-disciplinary projects, the budget must be for the **ARTS EDUCATION** component(s) of the project.

If you are unsure whether your organization or project is eligible for a FY24 Project Grant, please contact GCA staff for clarification.

### **Funding Request**

Applicants may request no less than \$1,500 and no more than \$8,000. The grant request may not be more than 66% of total project expenses. The budget must show a 50% cash match for the requested amount.

GCA grants are **matching grants**. This means that the grant recipient must raise income from other sources to pay for a portion of the organization operating expenses proposed in the grant application budget. The required match for Arts Education Program Grants is 50%. This means that the organization must raise at least one-third (1/3) of the income for the project from sources other than the grant and must have expenses that are at least 1.5 times the grant amount. For example, if an

organization receives a grant for \$8,000, then the income from other sources must be at least \$4,000, and the total expenses must be at least \$12,000.

### **Use of Funds**

Funds may be used for any eligible arts project expenses within the funding period (July 1, 2023- June 30, 2024). Eligible uses of the grant include, but are not limited to: arts education program-related salaries, rent, utilities, programming expenses, marketing, insurance, etc.

See the complete list of ineligible expenses on page 19 of the Guidelines.

### **Deadline**

The application with all required components must be completely uploaded into GCA's online grant application system, no later than **11:59 p.m. on March 3, 2023**. **GCA strongly encourages applicants to submit the application well ahead of the deadline so that there is time to upload all attachments and to request technical assistance, if necessary.** 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 or to resolve technical issues after **5:00 p.m.** on the day of the application deadline, **March 3, 2023**.

If an applicant wants to amend an application that has been submitted, the applicant must contact a GCA staff member prior to the grant deadline, and there must be enough time for the staff member to reopen the application and for the applicant to make the needed changes and resubmit the application prior to the deadline. GCA staff members can reopen an application, but the applicant 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 March 3, 2023**.

Applicants may submit their applications any time leading up to the deadline. In order to be fair to all applicants, the deadline cannot be flexible and GCA cannot allow applicants to amend their applications after the deadline has passed.

### **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 applicant does not use the budget and budget breakdown form provided by GCA.
- The budget shows more expenses than income.
- The budget does not show at least a 50% cash match for the grant request.
- The budget form is blank.
- The project takes place outside of the grant period (July 1, 2023-June 30, 2024).
- The applicant uploads incorrect or incomplete files for the budget, budget breakdown, Board list, or support materials.
- The program is not an arts education program.
- The applicant is not eligible to apply for GCA funding.
- The application is submitted after the deadline.

Can you submit BOTH an Arts Education Program Grant application AND ...			
a Bridge Grant application?	a Project Grant application?	a Vibrant Communities Grant application?	a Cultural Facilities Grant?
YES	YES	MAYBE	YES
However, the programming and budget in your Arts Education Program Grant application should not also be included in your Bridge Grant application.	However, the programming and budget in your Arts Education Program Grant application should not also be included in your Project Grant application.	If your organization is not awarded a grant, check the Vibrant Communities Grant guidelines in July to see if your county is listed as eligible for Vibrant Communities.	

### False Information

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

### Accessibility

Any program funded by a GCA grant, in whole or in part, must take place at a location that is physically accessible to all Georgia citizens. In addition, we ask grantees to take all steps possible within reason for the budget size of the organization to increase programmatic accessibility. For instance, a theatre production could include sign language interpreters and assistive listening devices in order to make the program accessible to people with hearing disorders.

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. Additional information on accessibility may be found on GCA's website at <https://gaarts.org/tools-for-advancement/accessibility/>.

### **Arts Education Program Grant Timeline**

- Application Deadline - March 3, 2023 at 11:59 p.m.
- Grant Panel Process - April-June 2023
- Final Funding Decisions - June 2023
- Notification of Funding to Grantees - July 2023
- Contract Delivered and Returned - July/August 2023
- Final Reports Due - July 2024

## **APPLICATION INSTRUCTIONS**

All FY24 applications must be submitted through GCA's online grant application system. Applicants may access this system at <http://gaarts.org/apply>.

### **If you have already set up an account in GCA's online grant application system**

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 an email to reset 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, which is under the Apply tab in the online grant system. 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 GCA's online grant application system**

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.

### **Completing the Online Application**

When you complete these steps, you will land on the **Apply Page**. This page will display 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:

- If you would like a copy of the application, click the **Question List** button.
- Once you have completed the form, you may click the **Application Packet** button to download a copy of the questions and your responses.
- Note that 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.
- The Collaborate feature allows multiple individuals to work together on a single application. With this feature, applicants may also add a new user for their organization's account in GCA's online grant system. The Collaborate feature helps address several common scenarios, including:
  - Multiple applicants from an organization need to work together on a request.
  - An applicant needs someone else to upload a document, fill out certain questions, or sign off on their request (e.g. a fiscal sponsor, executive director).
  - An applicant needs an efficient way for someone else to view and (in some cases) submit their request.
  - An organization works with a grant writer.
  - An organization has a new staff member who would like to submit a request.

Below are the basics on how this feature works:

- One applicant must go through registration as usual. Once they open the first form in the process, they will see the option to invite collaborators to the request in the top right corner of the page.
- After the applicant clicks Collaborate, they will see a pop-up that prompts them to enter the email address of the person they're inviting to collaborate, type a message, and select the permission level (view, edit, or submit) for the collaborator.
- Within the collaborator pop-up, the applicant can also manage existing collaborators. They can resend an invitation, change permission levels, or remove a collaborator from their request.

## Requirements

The following items are required as part of the application.

Applicants will complete this information using the online application:

- General Information
- Narrative

Applicants will complete or create these items and attach them to the online application:

- Organization and Program Budget Form (including breakdowns)
- Board of Directors List/Advisory Committee List
- Support Material
- IRS 501(c)(3) Letter (required only of some applicants)

The following pages outline the specifics of each required application section. 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 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.

There is a 1,500-character limit to the answer for each question unless otherwise indicated.

### **Applicant Overview, Program Description, Goals, Planning, 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 (*2,500 character limit*):
  - 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 be measurable and should focus on how the program will impact students, not just the applicant.)
- How will the applicant measure the success of the program to impact students based on the stated goals? Describe the evaluation tools that will be used.
- Define the community served and describe the involvement of teachers, parents, or other members of the community in the program planning and evaluation process.

### **Student Impact and Accessibility**

- Who is the target student audience for the proposed program and how will the program engage them? How will the target student audience benefit from this program? How did the consideration of student needs inform the program design?
- This grant program requires a partnership between either a school and a non-profit organization or local government agency, a school and a teaching artist, or a nonprofit organization or local government agency and a teaching artist. Describe the entities (school, nonprofit organization or local government agency, and/or teaching artist) engaged as partners in the program, their role in the program, and how the partnership will enable the applicant to engage the target student audience and/or improve the quality of the program.

- How will the applicant effectively 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, ethnicity, economic status, physical ability, developmental ability, etc.)
- What steps will the applicant take to ensure that the venues/locations for the program are accessible to people with physical disabilities? If the program will serve students with specific hearing, vision, or other disabilities, what steps will the applicant take to ensure program accessibility?

### **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.
- 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. (Please note: The current state standards in the fine arts [visual art, dance, theatre, music, and media arts] are the Georgia Standards of Excellence, available on the Georgia Department of Education website - <https://uat.georgiastandards.org/Georgia-Standards/Pages/Fine-Arts.aspx>. QCC standards and GPS standards are no longer considered up-to-date. The National Core Arts Standards are also available online - [https://www.nationalartsstandards.org/.](https://www.nationalartsstandards.org/))
- 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 contributes to student learning along a continuum of academic progress, knowledge building, and/or skills development in the specified artistic discipline(s).

### **Attachments**

The following items must be attached to your online application:

- Organization and Program Budget Form (including budget breakdowns)
- Board of Directors List/Advisory Board List
- Support Material
- IRS 501(c)3 letter (required only for some applicants)

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 (.doc or .docx), Excel (.xls or .xlsx), or PDF (.pdf) files. If you attempt to upload a file in an unaccepted file format, then 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 upside down on screen.

## Budget Form

**NOTE:** *In order to cut down on applicant errors within the budget section of the application, applicants will use a budget form, which combines both the budget and budget breakdowns and automatically transfers the totals from the breakdowns to the budget. **Applicants should NOT recreate the Budget Breakdown Form.** If applicants are unable to figure out how to complete the form, then they should contact GCA Grants Staff for assistance.*

Complete the FY24 Arts Education Program Grant Budget Form and attach it to the application. The form can be found at <https://gaarts.org/what-we-do/grants/arts-education-program-grant/>. The form contains a series of worksheets, the first of which is the Arts Education Program Budget Form.

### Section 1

The first part of the form asks for a Three Year Budget Comparison. In this chart, enter your organization's total operating income and expenses for your most recently completed fiscal year, your current fiscal year, and the upcoming fiscal year. The figures you enter should be your organization's overall operating budget/actuals, not the budget/actuals for the project alone.

### Section 2

Section 2 asks for a budget for the program for which you are requesting support. 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. **The totals on the worksheets will automatically populate the main budget on the first spreadsheet.**

In the program budget form, you will enter the budget for the program for which you are requesting support. **The budget submitted with this application must be for funds that will be spent during GCA's FY24 fiscal year, which is July 1, 2023-June 30, 2024.**

The income side of the budget asks you to show where the funds will come from to pay for the project expenses. This must include at least a 50% match for the GCA request amount. That means that if you

request, for instance, \$3,000 from GCA, then your budget should show at least \$1,500 in additional income from other sources.

Please keep the following in mind when completing the application Budget Form:

- 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.
- Include the entire budget for the proposed program, not just the portion that you hope to pay for through the grant.
- The grant request may not be more than 66% of total 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.
- The budget must show a 50% cash match. In-kind does not count towards the match. For example, if an applicant is requesting \$3,000 from GCA, the budget must show at least \$1,500 additional dollars coming from other sources.

The cash match may not originate from other state of Georgia agencies or the National Endowment for the Arts, unless the applicant is a public college or university. In that case, at least 20% of the matching income must come from sources other than the State.

Under expenses, the budget includes five categories:

- **Personnel – Administrative:** This is the budget for employees in an administrative role who will receive a W2.
- **Personnel – Artistic:** This is the budget for employees in an artistic role who will receive a W2.
- **Outside Fees:** This is the budget for contractors in any role, including artists, who will receive a 1099.
- **Marketing:** This is the budget for all marketing expenses, including print (printed programs and guides, brochures, postcards, mailers, etc.), broadcast (television and radio), and digital (website, email marketing, social media ads, web-based ads, etc.).
- **Remaining Expenses:** This is the budget for all other expenses, such as rent or mortgage, utilities, insurance, travel, supplies, equipment, maintenance, professional services, etc.

Under income, the budget includes several categories, some of which require breakdowns and some that do not. For the categories that include breakdowns, it is helpful for panelists to know if income line items are confirmed, estimated, or proposed. Notes in the budget breakdown might look like this:

- \$1,000      XYZ Foundation      Confirmed by a letter from the foundation
- \$2,000      ABC Foundation      Estimated based on previous contributions
- \$5,000      LMNOP Foundation      Proposed – first-time request submitted

**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.

**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**. 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 or 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
- Fundraising event expenses (fundraising events 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, concessions, food or drinks
- Entertainment expenses (receptions, refreshments, parties, staff or cast parties, staff awards, flowers, etc.)
- Late registration fees for conferences
- Fees paid to lobbyists
- Programs that are not arts education-based
- 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 air travel not on a U.S. flag air carrier or a foreign air carrier under an air transport agreement with the United States when these services are available

- Prohibited telecommunications and video surveillance services and equipment produced by Huawei Technologies Company or ZTE Corporation or any subsidiary or affiliate of such entities
- Goods for resale, including concessions, promotional merchandise, clothing, or other items purchased for sale
- Any expenses labeled as miscellaneous, other, additional expenses, discretionary expenses, slush fund, etc.

## **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 and 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)
- City and County of residence

### **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)
- City and County of residence

## 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. Support material may include any material submitted by an applicant 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. You may also include details 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 program.** For example, a dance company could include video of a performance or lesson, a museum could include photos of work that will be exhibited and a sample teachers' guide, or a summer art program could show examples of student work and curriculum used in past years. 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 minimum requirement for Support Material is a single work sample (i.e. one video, audio sample, excerpt, photo, lesson plan, study guide, etc.). 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 photos, links to websites, or documents.
- 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 five (5) minutes of material.
- Do not provide links to Dropbox, Hightail, or any other file sharing service. These links sometimes time out before panelists have had a chance to access the files.
- The size limit for Support Material PDF files is 20 MB.

## If Applicable

### **IRS 501(c)(3) 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 FY19 should include a copy of the organization's 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. A nonprofit organization that does not have 501(c)(3) status by the grant deadline date is not eligible to apply. *This requirement does not apply to state college/university entities, government entities, public schools, or organizations that have been funded by GCA since FY19.*

## **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. GCA must receive the application prior to **11:59 PM on March 3, 2023**.

## PANEL REVIEW PROCESS

After the grant application deadline, GCA staff will review submitted applications to ensure that all required material is included. Complete applications will be forwarded to panelists for review. Incomplete applications or applications submitted by ineligible applicants will be ineligible for review and will not be forwarded to grant review panels. Applicants will be notified if the application is not forwarded to the grant panel.

GCA works to assemble grant panels that are diverse in terms of the panelists’ artistic disciplines, residency within the state, ethnicity, gender, the size of their organization, experience, etc.

Panels are organized by program budget size so that each proposed program is being evaluated alongside programs with similar resources.

GCA staff members prepare a report on applicants that did not fulfill 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 remaining scores. Panelists are then provided with access to preliminary scores and comments from the other panelists.

Panelists convene via conference call for the final evaluation. Panelists discuss each application. Following the discussion, panelists are provided with an opportunity to amend their preliminary scores. Once the application scores are finalized, the high and low scores are dropped, and the remaining panel scores are averaged to calculate 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.

### **Scoring**

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

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

## **Criteria**

Panelists will evaluate the applications based on the following criteria:

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

- 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? Do the goals of the program focus on the students being served, rather than exclusively on the applicant?
- Does the applicant have a method to evaluate their success at achieving the identified goal(s)? Is the evaluation plan sufficient and effective?
- Does the applicant clearly define the community served and does the program planning and evaluation process involve teachers, parents, or other members of the community?

### **Student Impact and Accessibility (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 will help them to engage the targeted student audience and/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? Is the applicant taking adequate steps to make the program accessible to students served who have hearing, vision, or other 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?
- Does the arts education program effectively align with current 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 program representing academic progress?



**Organizational Capacity and Fiscal Stability** (25 points)

- Based on the mission, history, board, and organization budget, does the applicant institution have the organizational capacity to deliver the proposed program?
  - Is the program budget sufficient for the proposed program?
  - Are the income goals reasonable?
  - Is the application well-prepared?
- 

**QUESTIONS?**

*If you have questions about the Arts Education Program Grant, please contact: **Allen Bell, Director of Grants and Research**, at [abell@qaarts.org](mailto:abell@qaarts.org) or (404) 962-4839, or **Emily Yewell Volin, Grants and Arts Education Programs Manager**, at [evolin@qaarts.org](mailto:evolin@qaarts.org) or 404-962-4839.*

## 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, visual art, and media arts. The current state standards are the Georgia Standards of Excellence and 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 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.

**Underserved Students** – Underserved students are those groups that lack access to arts education because of any barrier, such as language, geography, ethnicity, economic status, physical ability, developmental ability, etc. Underserved students may include students in high-poverty schools (usually measured by percentage of students receiving free or reduced lunches and/or students enrolled in Title I schools), English language learners (ELL students), students with disabilities, students in rural schools, etc.

## 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 11:59 p.m. on March 3, 2023.**

### **GCA Online Grant System**

The FY24 Arts Education Program Grant application will be completed online. The application is available here: <http://gaarts.org/apply>.

### **Online Application**

The following items must be completed within the online application:

- Applicant Information
- Narrative Questions
- Signature Page

### **Attachments**

The following items must be uploaded to the online application:

- Organization and Program Budget Form
- Board of Directors/Advisory Committee List
- Support Material

### **If Applicable**

The following items are required of some applicants and should be uploaded to the online application:

- IRS 501(c)3 letter

### **APPLICATION DEADLINE**

The FY24 Arts Education Program Grant application deadline is **March 3, 2023, at 11:59 p.m.**

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### **GRANT PANELIST NOMINATIONS**

All GCA Grants are reviewed by panelists. GCA is seeking qualified individuals interested in serving on grant panels in April and May 2023 to review FY24 Bridge, Project, and Arts Education Program Grants. We seek to develop panels which are diverse based on geography, artistic discipline, and type of organization, among other factors. We especially have a need for panelists who live outside of the metro Atlanta area. Not everyone who volunteers to serve will be appointed to a panel, but if we are in need of someone with your background and experience, we will be in touch.

If you are interested in serving as a panelist, or if you would like to nominate someone to serve as a panelist, please send a short bio or resume to Allen Bell, Director of Grants and Research, at [abell@gaarts.org](mailto:abell@gaarts.org) or 404-962-4839.

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