

GUIDELINES FOR GRASSROOTS ARTS PROGRAM SUBGRANTS

Since 1977, the N. C. Arts Council's Grassroots Arts Program has provided North Carolina citizens access to quality arts experiences. The program distributes funds for the arts in all 100 counties of the state primarily through partnerships with local arts councils. The Arts Council of Henderson County serves as the N. C. Arts Council's partner in awarding subgrants to local organizations for arts programs in Henderson County.

Eligibility for Application

- All organizations must have been in operation for at least one year. Nonprofit 501(C)(3) status is preferred, however organizations working toward 501(C)(3) status may also apply.
- All organizations must reside and carry out projects within Henderson County.
- Organizations that receive general support funds through the N. C. Arts Council are not eligible for Grassroots funds.
- Individuals are not eligible to apply for Grassroots Arts funds.
- Applications and support materials must be complete and received by the due date.

Application Submission & Deadline

Application forms may be downloaded from Arts Council of Henderson County website at acofhc.org. All projects must take place between July 1, 2011 and June 30, 2012. Grant amounts range from \$500 and up.

All applications must be received by The Arts Council of Henderson County by August 18, 2011. Applications must be mailed or hand delivered, fax submissions will not be considered. The mailing address is P.O. Box 767, Hendersonville, NC 28793. The physical address for deliveries is 401 N. Main St., 3rd floor, Hendersonville, NC 28792 (use Community Foundation entrance on 4th Ave. West).

What the Grassroots Arts Program Funds

Grassroots Arts Program funds may be used for expenditures to conduct quality arts programs, or operate an arts organization. Typical uses of Grassroots money include:

- Program expenses such as artists' fees and travel, space rental, advertising, marketing and publicity, website and electronic media, scripts, costumes, sets, props, music and equipment rental or purchase.
- Operating expenses such as salaries, telephone, office supplies, printing, postage, rent, utilities, insurance and equipment rental or purchase.

Priorities for Funding

The first priority of the Grassroots Arts subgrant program is to provide operating or program support to qualified arts organizations including theaters, symphonies, galleries, art guilds, choral societies, dance companies, folk arts societies, writers groups and arts festivals, among others. Grassroots funds are not generally awarded to arts organizations that receive funding through the N. C. Arts Council's General Support Program.

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

The third priority of Grassroots Arts subgrants is to support community organizations that provide quality art experiences for the greater community. These programs must be conducted by qualified artists.

Funding Policies

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

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

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

Grassroots Arts Program Subgrant Requirements

Matching Requirement

All subgrantees are required to match their grant amounts dollar for dollar. The funds must come from other public or private sources. Other N. C. Arts Council funds cannot be used as a match.

North Carolina Arts Council Recognition

Subgrantees must acknowledge the N. C. Arts Council's support of their event or projects by including the N. C. Arts Council's logo, and funding credit line in all print and promotional materials related to the grant. The N. C. Arts Council's Website offers information and downloadable logos, at www.ncarts.org/marketingguide under "Logo use and Recognition."

The funding credit line needs to say: *“This program was funded, in part, by a Grassroots Grant from the North Carolina Arts Council, a division of the Department of Cultural Resources, with funding from the National Endowment for the Arts; administered by the Arts Council of Henderson County.”*

Reporting Requirements

Each subgrantee is required to submit a final report providing a detailed description of the funded project, participation statistics and demographics, sample marketing and program materials using the N. C. Arts Council credit line and logo, and copies of their legislative letters. The Subgrant Report form can be downloaded from the N. C. Arts Council website at ncarts.org. Final reports must be mailed or hand delivered to the Arts Council of Henderson County by May 31, 2012.

Legislative Letters

Applicants are required to write their state representatives to thank them for appropriating Grassroots funds. The letter should provide information about how Grassroots funds were used to support your program or project, and the community impact of the event. A copy of all letters to legislators must be included in the subgrantee’s final report.

OSBM Report

Previously called the State Auditor’s report, the Office of State Budget and Management (OSBM) now manages this reporting requirement. Non government subgrantee organizations must also submit a paper copy of the OSBM report to their DCP no later than six months after the end of their fiscal year. The report forms may be downloaded at www.ncarts.org/forms.

How Subgrant Applications are Evaluated

Subgrant applications are reviewed by a diverse panel of community members that might include artists, county and public officials, and board members of the Arts Council of Henderson County among others. The panel evaluates each application based on the subgrant guidelines and the following criteria:

- Artistic quality of proposed project or programs
- Community impact of project or programs
- Ability to plan and implement project
- Stability and fiscal responsibility of the organization
- Ability to meet racial and cultural diversity requirement by using professional multi-cultural artists in their programming if possible

Panelists discuss and score the grant using an established rating system. The subgrant panel’s funding decisions are then presented as recommendations to the Arts Council of Henderson County Board of Directors. The Board votes and gives final approval to the subgrant panel’s recommendations.

Questions and Assistance

If applicants have questions or need assistance, please contact Patty Smyers at the Arts Council of Henderson County, 693-8504 or info@acofhc.org.

There will be a grant writing workshop on July 14, 2011 for Grassroots Organizations from 3:30 to 5pm at the Arts Council.