

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.
- Individuals are not eligible to apply for Grassroots Arts funds.
- Organizations that receive general support funds through the N. C. Arts Council are not eligible for Grassroots funds.
- Applications and support materials must be complete and received by the due date.

Application Submission & Deadline

Application forms may be downloaded from the Arts Council of Henderson County website at acofhc.org. All projects must take place between July 1, 2018 and June 30, 2019. Grant amounts range from \$500 and up.

All applications must be received by the Arts Council of Henderson County by August 15, 2018. Six copies of the application must be made and provided, along with the original. Applications must be mailed or hand delivered. Emailed or faxed 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 by an arts organization include:

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

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, civic and municipal organizations that provide quality art experiences for the greater community. Qualified artists must conduct these programs.

Funding Policies

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

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

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

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 <http://www.ncarts.org/Grants/Logo-Use>. In addition to the NCAC logo and credit line, the Arts Council of Henderson County's logo must be displayed, whenever possible. The funding credit line needs to say:

"This project was supported by the N.C. Arts Council, a division of the Department of Natural & Cultural Resources, administered by the Arts Council of Henderson County."

(See logos on next page.)

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 Final Report form can be downloaded from the N. C. Arts Council website at www.ncarts.org/resources/local-council-resources. Look for FY 2018-19 final report for Grassroots Subgrantees. Final reports must be mailed or hand delivered to the Arts Council of Henderson County by May 31, 2019.

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.

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

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 the Arts Council of Henderson County, (828) 693-8504 or acofhc@bellsouth.net.



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There will be a grant writing workshop on Thursday, July 19, 2018 for Grassroots Organizations from 3:30 to 5:00 pm at the Arts Council, 401 N. Main Street, Hendersonville.