GRANT WRITING FOR NON-PROFIT ARTS GROUPS

Ron Vereen

AGENDA

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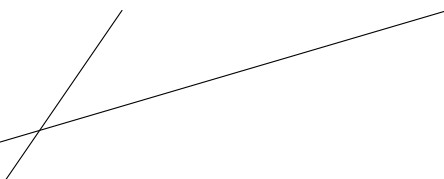Grant Closeout and Evaluation

Questions

INTRODUCTION

- Ron Vereen, President of the Charlotte Pride Band.

- Former Grants Committee Chair for The Plus Collective in Charlotte, NC.

BASIC TYPES OF GRANTS

- Operating Support Grants

- Project/Program Grants

- Specialty Grant Programs
  - Technology Grants
  - Education
  - Leadership

501(C)(3) STATUS

- Does my organization need a 501(c)(3) designation?

- What if my organization does not have a non-profit designation?

- What is a fiscal agent?

FINDING GRANT OPPORTUNITIES

- Your Local Arts Council

- Your State Arts Council

- Large Corporations

- Foundations

GRANT REQUIREMENTS AND FUNDING PRIORITIES

- Grant Requirements
  - 501(c)(3)?
  - Geographical Limitations?
  - Other?

- Funding Priorities
  - Read the grantor's proposal in detail!
 - Does your request align to the priorities of the grantor?

STRATEGIES FOR A SUCCESSFUL GRANT APPLICATION: WHERE TO START?

- Clarify your organization's priorities and/or the program's needs before doing anything else.

- Know your organization's purpose. Are you seeking unrestricted operating support, or funding to underwrite a program, project, or event?

- If there is already a similar organization or program in your area, be prepared to discuss the potential impacts in your application. Consider: Does your organization represent an expansion or duplication of services in your area? How is your organization different or better suited to meet the needs of your community?

STRATEGIES FOR A SUCCESSFUL GRANT APPLICATION: PREPARING YOUR APPLICATION

- Carefully review the application guidelines and be certain that your request aligns with the grantor's vision and priorities.

- **Review all of the application questions before beginning and decide how to use the questions to tell your organization's story.**

- Construct your answers in WORD before cutting and pasting them into the actual application/portal. Check your spelling and grammar thoroughly.

- **Be specific and answer the questions in the application thoroughly. The application should stand on its own and include all information necessary for evaluation without a need for explanation or follow up questions.**

- **Identify clearly defined goals and measurements, including quantitative metrics (e.g., numbers, counts, percentages, etc.) that will be used to track progress and measure success.**

- Content from past applications should only be reused when it appropriately answers an application question.
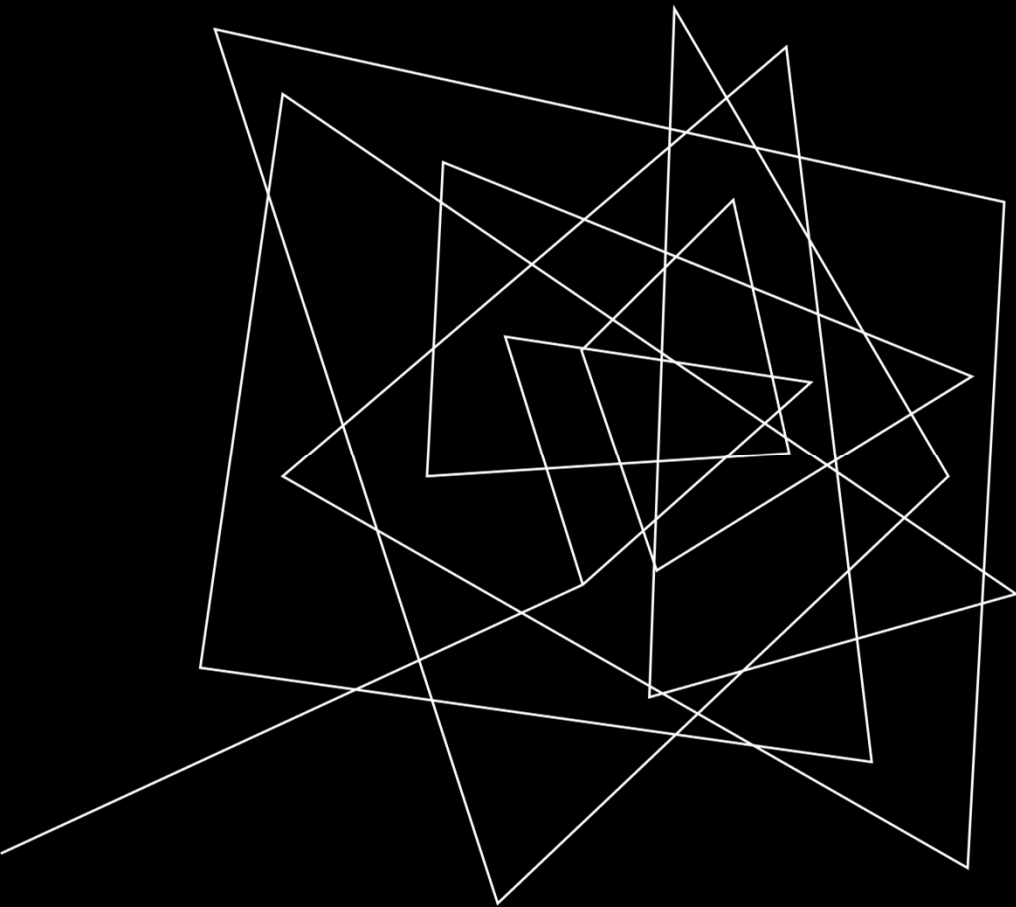
TIP

Share your passion, your organization's strengths and how you will make a difference through your work. Differentiate yourself from similar organizations.

STRATEGIES FOR A SUCCESSFUL GRANT APPLICATION: NARRATIVES

- <u>Narrative or needs statement</u>: Know the organization's priorities or programmatic needs before beginning the application will help with this section. Describe not only why your organization is requesting support, but also **how and why it aligns with the grantor's priorities**.
  - Be clear and succinct in your responses.

  - Identify the problem to be addressed and the needs to be met with the funding. What unique service(s) would the community be deprived of if funding is not received? Provide supporting data whenever possible.

  - Describe your organization's objectives, activities, strategies, staffing, and partners.
  - Consider specifying your plans for ongoing progress at the termination of the grant, particularly if operating expenses are projected to increase and/or if overall funding for the organization has or is expected to decrease. List other financing sources or strategies that are being sought or developed.
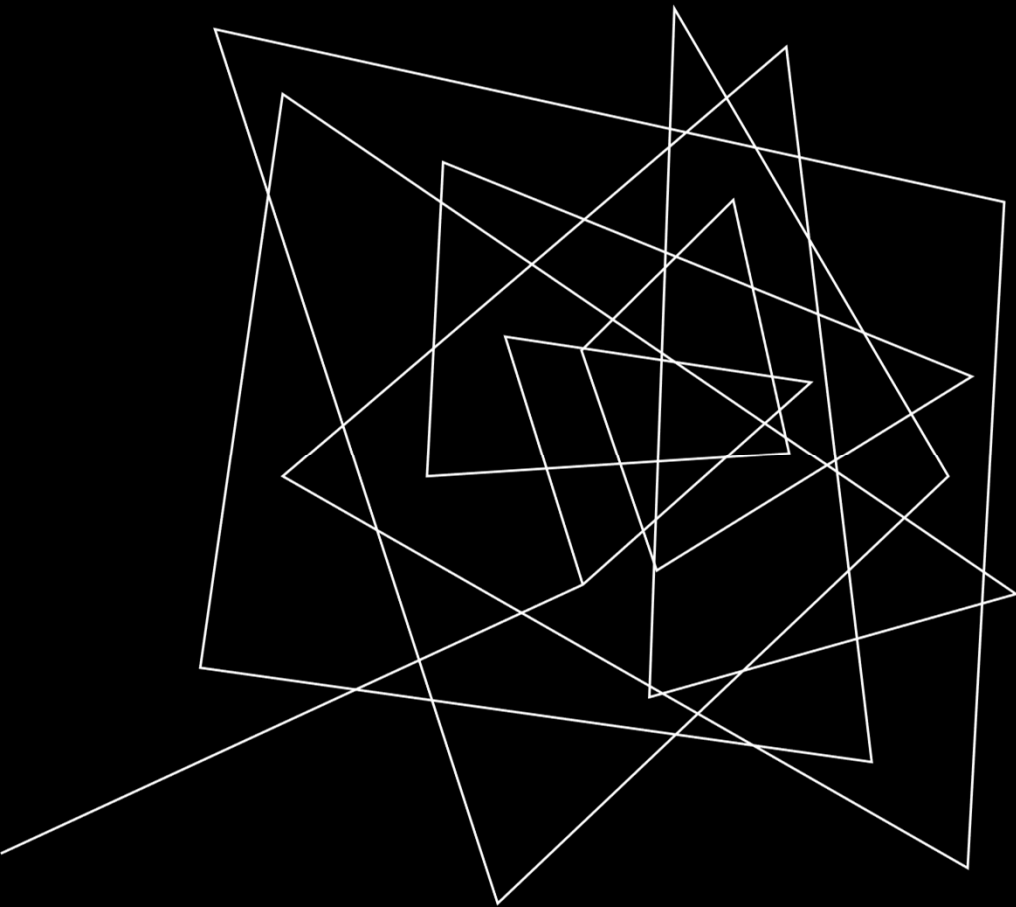
TIP

Do not simply cut and paste from an old application – pay close attention to your dates and details provided.

STRATEGIES FOR A SUCCESSFUL GRANT APPLICATION: GOALS AND METRICS

- What does the organization plan to achieve?

- What does success look like?

- Describe the goals and overall impact of the organization, and **include quantitative metrics (e.g., numbers, counts, percentages, etc.) that will be used to track progress and measure success** of the organization.

- Be specific and minimize subjectivity wherever possible.

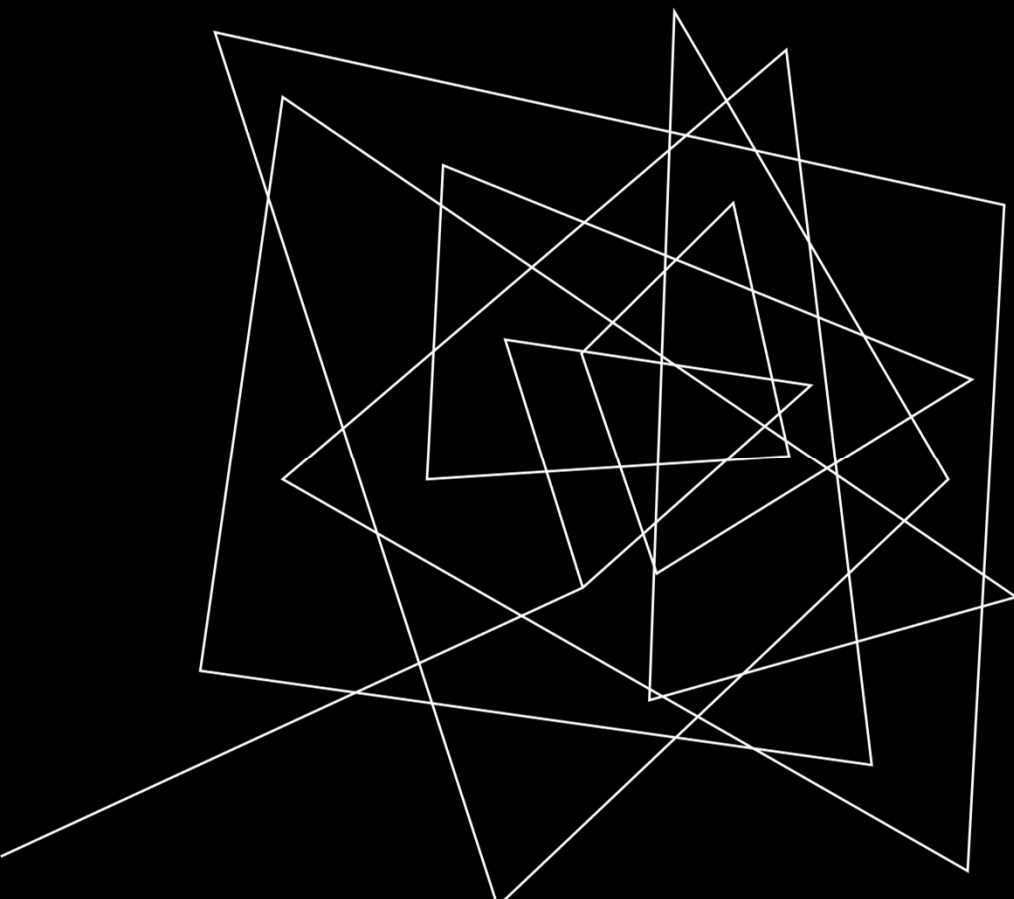# STRATEGIES FOR A SUCCESSFUL GRANT APPLICATION: FINANCIAL

If applying for an operating support grant, you will likely be required to provide financial information for your organization in a budget vs actual format for your two previous fiscal years, and your current fiscal year. You may also consider providing the projected budget for your coming fiscal year as well. A few tips on presenting your financials are as follows:

- **Clearly label your period of performance for the budget information you are providing. Is it a whole fiscal year, or in the case of the current year, is it less than a complete year?**
- **Current fiscal year budget and year-to-date (YTD) actual results should include the following information: clearly labeled period of performance, income/expense category, annual budget, YTD actuals.**
- **Prior two fiscal years' budget compared to actual results including the following information: clearly labeled period of performance, income/expense categories, annual budget, year-end actuals. You may also include variance (+/-) information.**
- **Logically group your revenue and expense categories so that reviewers can clearly understand your income sources and expenditures.**
- **Do not present your financial information by month.**

SAMPLE BUDGET

Your Nonprofit Name Here
Sample Budget vs. Actual
July 1, 2022 - June 30, 2023

	Total	
	Actuals	**Budget**
Revenue		
Earned Revenue		
Ticket Sales	$ 14,289.00	$ 17,000.00
Product Sales	$ 5,175.26	$ 6,000.00
Total Earned Revenue	$ 19,464.26	$ 23,000.00
Contributed Support		
Contributions - Individual	$ 20,000.00	$ 25,000.00
Contributions - Corporate	$ 7,825.52	$ 10,000.00
Grants	$ 50,000.00	$ 45,000.00
Fundraising Events	$ 20,000.00	$ 17,000.00
Total Contributed Support	$ 97,825.52	$ 97,000.00
Total Revenue (Earned + Contributed)	$ 117,289.78	$ 120,000.00
Expenditures		
Administrative Expense		
Salary & Benefits	$ 53,840.00	$ 46,455.00
Insurance	$ 926.00	$ 2,200.00
Postage & Supplies	$ 656.22	$ 300.00
Technology/Website	$ 652.00	$ 700.00
Other Administrative Expense	$ 628.00	$ 1,300.00
Total Administrative Expense	$ 56,702.22	$ 50,955.00
Marketing & Development Expense		
Advertising & Printing	$ 5,125.58	$ 6,000.00
Fundraising Expense	$ 201.15	$ 500.00
Total Marketing & Development Expense	$ 5,326.73	$ 6,500.00
Equipment Expense		
Equipment	$ 7,716.03	$ 15,000.00
Total Equipment Expense	$ 7,716.03	$ 15,000.00
Program Expense		
Special Concert	$ 23,500.00	$ 25,000.00
Community Outreach	$ 5,930.00	$ 4,400.00
Total Program Expense	$ 29,430.00	$ 29,400.00
Occupancy Expense		
Rent	$ 17,000.00	$ 16,000.00
Total Occupancy Expense	$ 17,000.00	$ 16,000.00
Total Expenditures	$ 116,174.98	$ 117,855.00
Net Revenue	$ 1,114.80	$ 2,145.00

TIP

Almost all funders request at least two years of financial statements that include budget vs. actual dollars. Profit and loss or bank statements alone will not meet this requirement.

STRATEGIES FOR A SUCCESSFUL GRANT APPLICATION: SUPPLEMENTAL INFORMATION

You may be able to attach supplemental information to strengthen your application. Think about what you can include that will let the grant reviewers know your organization and its capacity.

A few things to consider attaching if you have that opportunity to include:

- **Resumes for your key project leaders**

- **Letters of collaboration from groups you partner with**

- **Your Strategic Plan, if you have one**

- **Your Annual Impact Document, if you have one**

- **Samples of your organization's work. i.e., YOUTUBE links, photos etc.**

GRANT CLOSEOUT AND EVALUATION

Grantors take their governance role very seriously and must ensure that grant award funds are spent appropriately and as intended. With limited funds to award, most also monitor the effectiveness of funds spent to ensure grants are prioritized effectively and meeting community needs.

- Typically, each grant recipient is therefore required to submit an evaluation report, outlining the results and effectiveness of how the funds were spent. **Failure to provide an evaluation report as required may jeopardize future grant participation and may even result in a request to return the funds.**

- Evaluation reports may be considered in future grant decisions for your organization.

- Document, document, document. Keep track of participation in your programs. Record your performances and survey your audiences if possible. Don't depend on your memory after the fact to document all that you accomplished with grant funds.

- Don't be afraid to document what could have gone better and identify how your organization can makes necessary changes moving forward.
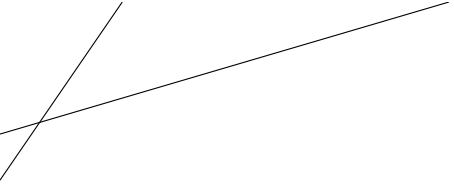
QUESTIONS?

THANK YOU

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