

2022-2023
INCLUSIVE OUTREACH SUPPORT GRANT
Program Guidelines



2022-2023 INCLUSIVE OUTREACH SUPPORT GRANT

IMPORTANT DATES/DEADLINES

Letter of Intent Deadline: 5:00 PM – Wednesday, August 31, 2022

Application Deadline: 5:00 PM - Tuesday, September 30, 2022

All applications must be submitted using the Arts Council's online application portal.

Final Report: 60 days after completion of project or August 1, 2023, whichever is earlier.

PROGRAM OVERVIEW

Inclusive Outreach Support are grants ranging from \$3,000 to \$15,000 that will increase support for cultural arts programs that promote diversity, equity, accessibility, and inclusion and which impact traditionally underserved constituencies in Cumberland County.

The Inclusive Outreach Support grant program is supported through funds from the North Carolina Arts Council via American Rescue Plan Act (ARPA) and Grassroots Arts grant programs. Additional funds are provided through the generous support of individual donors to the Arts Council of Fayetteville/Cumberland County.

As a steward of public and private funds, the Arts Council is responsible for the compliance, reporting requirements, and restrictions for all grant funds that support the Inclusive Outreach Support grant program. The Arts Council is required to report on the distribution and use of all grant funds. All grant recipients are required to provide information on grant activities and expenditures for the purpose of completing these reports and meeting financial audit requirements. Failure to comply with all requirements, deadlines, and funding restrictions may result in a loss or return of funding and/or ineligibility for future Arts Council grants and contracts.

I. WHO IS ELIGIBLE TO APPLY?

Organizations meeting the eligibility requirements below are welcome to submit a Letter of Intent and subsequently apply for grant funding.

- **Any Nonprofit Organizations that:**
 - Are 501(c) and in good standing with the Internal Revenue Service (IRS).
 - Are based in or have an on-going physical presence in Cumberland County (see FAQ).
 - Are governed by a Board of Directors/Trustees that represents the diversity of Cumberland County.
 - Has a current Charitable Solicitation License or Exemption, issued by the Secretary of State of North Carolina. ([N.C. Secretary of State](#))
 - **Note:** Organizations that have delinquent or incomplete paperwork or reports for previously funded grants from the Arts Council may be ineligible to apply.
 - **Note:** Organizations who receive funding through The Arts Council's Community Organization Resource Grants (CORE) program are ineligible for funding during the 2022-2023 cycle.

II. WHAT PROJECTS ARE ELIGIBLE FOR FUNDING?

The mission of the **Inclusive Outreach Support** grant program is to ensure that cultural agencies receive proper support for cultural arts programs which promote diversity, equity, accessibility, and inclusion and which impact traditionally underserved constituencies in Cumberland County including but not limited to BIPOC populations, LGBTQIA+ populations, and cultural arts agencies that represent persons with disabilities.

A successful **Inclusive Outreach Support Project** will have a chief goal to promote diversity, equity, accessibility, and inclusion or to impact a traditionally underserved population within Cumberland County through a focused and well managed cultural arts program.

All projects must take place in Cumberland County. Projects may be a one-time event or a series of events. All projects must occur during the funding period of November 1, 2022, to June 30, 2023.

Applicants can request a funding minimum amount of \$3,000.00 to a maximum amount of \$15,000.

III. APPLICANT PROCESS

If your organization and project meet the eligibility requirements above, your agency may apply for a 2022-2023 Inclusive Outreach Support grant following the process below.

If you have any questions about eligibility or program process, please contact the Arts Council.

Application Phase One: Letter of Intent

Eligible organizations may submit a two to three-page Letter of Intent. The purpose of the Letter of Intent is to ensure that all final applications are for eligible and feasible projects within the mission of the grant program.

Letters of Intent should be on official organization letterhead and should include the following details:

- 1. Organization Name**
- 2. Organization Point of Contact and Contact Details**
- 3. Program Name**
- 4. Program Point of Contact and Contact Details**
- 5. Total Amount to be requested**
- 6. Program Description (max 500 words)**
- 7. Program Community Impact (max 250 words)**
- 8. Program Goals (max 250 words)**

The Letter of Intent must be submitted using the [Arts Council's online application portal](#).

The Letter of Intent is due to the Arts Council by 5:00 PM Wednesday, August 31, 2022.

Application Phase Two: Project Application

Following an internal review of Letters of Intent, the Arts Council will invite select organizations to apply for project funding using the full application and required supplemental documents.

The full application must be submitted using the [Arts Council's online application portal](#).

DEADLINE TO SUBMIT: 5:00 PM - Tuesday, September 30, 2022

No additional applications will be accepted after the deadline.

IV. FINANCE AND BUDGET INFORMATION

All applicants **are required** to submit an itemized **project** budget with their application using the Arts Council's Project Support budget template.

Inclusive Outreach Support grant funds should be used for **direct program-related fees and contracts** including but not limited to artist contracts, marketing and advertising expenses, expendable supplies and materials that are related to the project, space rental, *etc.*

PROJECT BUDGET

Expenses

- a. **Outside Fees & Services** – expenses paid to contracted artists, contract labor, technical staff or production members, or any others **not employed** by your organization.
- b. **Health & Safety measures-** costs associated with health and safety supplies for staff and/or visitors/audience (e.g., personal protective equipment, cleaning supplies, hand sanitizer, *etc.*)
- c. **Space Rental** – fees related to the short-term / time-limited rental of a facility. May include rental and security.
- d. **Travel** – fees for artists and/or cultural professional travel which are related to your project. May use gas receipts **or** IRS mileage rates. Please refer to [IRS per diem rates](#) for food, lodging and hotel (if applicable). All other travel fees related to your project may only be used as a match.
- e. **Marketing** – includes, but is not limited to, the cost of ads (print, radio, internet, *etc.*), design fees, web site costs, flyers, billboards, and banners that are directly related to the project.
- f. **Remaining Project Costs** – all other allowable expenses not included in the above.
- g. **Capital Expenditures** – capital expenses directly related to the program.
- h. **Total Cash Expenses** – total of expense lines a-g above.

Income

- a. **Admissions** – ticket price or estimated income from ticket sales (if any).
- b. **Other Revenue** – other income such as souvenir sales, books sales, t-shirts, and promotional items (if any).
- c. **Private Support** – corporate sponsorships, other grants (foundations, corporate), and individual donor income.
- d. **Government Support** – support received from Local, State or Federal sources.
- e. **Applicant Cash** – the amount required to balance your income with expenses. Your application should reflect an “Income” that is greater than or equal to your project “Expenses.”
- f. **Grant Amount Requested** – the amount of your grant request.
- g. **Total Cash Income** – total of income lines a-f above.

In-kind Support is defined as anything provided by another entity to the project (space rental, supplies, printed materials, volunteer time, advertising space, *etc.*) **at no cost** to the project. In-kind support **does not** constitute income.

GRANT RESTRICTIONS

Inclusive Outreach Support funds **MAY NOT** be used for the following expenditures:

- Indirect costs, including utilities.
- Organizational administrative costs (overhead fees).
- Deficits.
- Interest on loans, fines, or litigation costs.
- Lobbying expenses.
- Tuition for academic study.
- Expenses concurrent with the project that are not related to cultural arts.
- Internal programs at area educational (colleges, universities, technical colleges) and religious institutions, including any internal programming that is available only to students or a specific membership of individuals (*i.e.*, not open to the general public).
- Food/beverage (catering, *etc.*).
- Grants funds may not be sub-granted.

If you have any questions about eligible expenses, please contact Michael Houck at 910-323-1776 ext. 1008.

V. FULL APPLICATION NARRATIVE

THOROUGHLY PROOFREAD YOUR APPLICATION

When composing your narrative, keep in mind that panel members are most likely not familiar with your organization or programs. Be specific and avoid using acronyms and/or industry jargon. You must provide a response to each question. If the question does not apply to your project, please indicate 'N/A' and the reason the question does not apply. Each narrative question on the full application is listed below.

Narrative Questions:

1. Briefly describe your **organization** including its mission, board composition, current cultural arts programming, and the number/types of people served.
2. Describe your ***Inclusive Outreach Program*** in the context of your organization's mission and goals: Clearly describe the project activities, location, schedule, target audience, and how this project/programs addresses the mission of the grant program.
3. Provide a brief description of your organization's experience presenting projects/programs of this type in the past (if applicable).
4. Describe the project/program's measurable goals and the ways in which you will measure these goals and the program's success.
5. Why is this project needed and/or what problem will it address? If there are similar projects available in the community, what makes this project unique or different?
6. Describe the specifics of your marketing/public information plan for this project.
7. Describe the steps your organization is taking to ensure that your programs are accessible to all members of the Cumberland County community.

Required Uploads:

1. IRS tax determination letter.
2. Current Charitable Solicitation License
3. Project Template Budget
4. Project Itemized Budget
5. Resumes of key personnel/artists involved with the project
6. Letters of support from key partners (optional)

VI. PROJECT EVALUATION

The Arts Council Grants Assessment Committee will review **Inclusive Outreach** grant applications. The Grants Assessment Committee will consist of Art Council Board of Trustee members with professional experience in arts, culture, history, education, grants, DEAI efforts, finance, and management.

The written application and attachments are the applicant's opportunity to present its **best case** for funding – the application must speak for itself as no defense panel is part of the application review process. The panel makes recommendations for funding based only on information provided in the application packet. Arts Council staff do not vote on awards. Final grant awards are approved by the full Arts Council Board of Trustees.

Full applications are evaluated along the following points:

- 1. Artistic/Cultural/Historic Merit and Integrity – 40 points**

- The project is new, creative, or unique to Cumberland County.
- The project contains programming of high artistic, cultural, and/or historic merit.

2. Project Excellence & Community Impact – 35 points

- The project exemplifies the mission of the Inclusive Outreach grant program to support cultural arts programs that promote diversity, equity, accessibility, and inclusion and which impact traditionally underserved constituencies within the region.
- The project utilizes local artists and/or cultural professionals with adequate pay.

3. Project Management – 25 points

- The project appears feasible, including budget and community impact.
- The project contains clear and attainable goals and outcomes.
- The project plans show feasible and effective marketing and communications strategies.
- Past performance with previous Arts Council grants (where applicable).

VII. FREQUENTLY ASKED QUESTIONS

Q: Can the Arts Council assist me with an application if I have a disability?

A: The Arts Council strives to create a welcoming environment for all applicants through equity, diversity, accessibility, and inclusion. Arts Council staff will assist with equal access to application materials for applicants with disabilities by coordinating accommodations and services where needed. Arts Council staff are available by appointment to assess an applicant’s needs and provide accommodations where available.

Q: Do I have to complete a Letter of Intent?

A: Yes. A Letter of Intent is required. Eligible projects will then receive access to the full application.

Q: What expenses can I use grant funds for?

A: Inclusive Outreach Support grant funds can be used for program-related fees and contracts; marketing and advertising expenses; expendable supplies and materials that are related to the project; space rental, *etc.* If you are unsure of the eligibility of an expense, please contact Michael Houck at michaelh@theartscouncil.com.

Q: What is in-kind support?

A: In-kind support is defined as anything provided by another entity to the project (space rental, supplies, printed materials, volunteer time, advertising space, *etc.*) at **NO COST** to the project. Arts Council staff encourage applicants to include this information in their application as it provides additional detail about the scope of the project and/or demonstrates community collaboration

Q: Does a past award from the Arts Council guarantee future funding?

A: No. Arts Council staff expect each applicant to submit an application that relies on its own merit. Staff and Grants Panel members **DO CONSIDER** past performance of previous Arts Council grantees when making recommendations for funding.

Q: What defines “on-going physical presence” in Cumberland County?

A: An “on-going physical presence” is defined as an agency whose primary area of service is Cumberland County or who functions in other communities but who maintains an office/program site that is open and functioning in Cumberland County. The scope of service in Cumberland County must be greater than or equal to the scope of service in any other county.