Greater St. Louis Hispanic Festival

# Welcome!

We will get started shortly. Please take a seat and review the agenda.

Agenda:

- Team Introductions
- RAC Priorities
- Workshops
- Grant Overview
- Timeline
- Accessing the Application
- Application Overview
- Review Criteria
- Application Questions
- Writing Narratives
- Uploads
- FAQs
- Contact Information/Technical Assistance
- Q&A!

# Completing the Program Support Grant Application:

A Grant Presentation for non-arts organizations or fiscally-sponsored projects (including arts programs produced by St. Louis universities)

2025

# RAC Priorities

# Mission and Vision

As the leading public catalyst for arts and culture in St. Louis, the Regional Arts Commission leverages the power of creativity to strengthen and enrich our community.

RAC envisions:

- A full creative life for every St. Louisan
- St. Louis as a growing and captivating arts and culture destination
- A community rich with opportunities and resources to promote and sustain artists

# Guiding Principles

We invest in the region's arts and culture through our grants, programs, and special initiatives

We believe in diversity, racial equity, accessibility and inclusion

We build partnerships that strengthen our community

We are passionate champions that support and recognize artists

We believe every child deserves a well-rounded education that includes the arts

# Core Values

Our core values embody our culture, spirit, and dedication to living our mission. They keep us grounded and help us make good decisions about everything we do.

We are:

Passionate champions for arts and culture.

Accountable stewards of the public trust.

Committed to practices that promote diversity, equity, inclusion, and accessibility.

Socially and civically engaged community catalysts.

Servant leaders.

# RAC's mission, vision, guiding principles, and core values are a balance between

- Our passion and interests
- The needs of our community

The Grants Committee and Grants Team worked to be sure our new grants cycle reflects our mission, vision, principles, and core values…which helps ensure our process runs smoothly (as smoothly as possible!)

# You may have questions…

As questions come up throughout the workshop, please note your questions.

In the next slide we will review the recorded workshops and where to access resources.

Please save your questions for the Q&A at the end of this workshop or plan to attend office hours to get some answers!

# RAC Workshops

**Recorded Workshops**

Basic Grant Application Writing- *All Applicants*

Artist Statements- *Individual Artists Grant Applicants*

Building your Application Budget- *All Applicants*

*The 2024 workshops are available on the RAC website. Note: the dates in the recorded workshops are from 2024 and not accurate for 2025. Please review the 2025 timeline.*

Festival of Nations

# Program Support Grant Overview

# What is Program Support?

RAC is invested in the health and success of the St. Louis area arts and culture sector, and provides fiscally-sponsored programs and non-arts organizations that produce arts programming (including arts programs produced by St. Louis universities) an opportunity to apply for program support funding.

- One-year program or project support grant in the production and/or presentation of artistic activities

These projects or programs serve to broaden and deepen audience/community participation and increase access to the arts for visitors and residents throughout the St. Louis region and must occur in St. Louis city or county.

A program support applicant may request up to $10,000.

Historic Shaw Art Fair

Cherokee Events

## IS PROGRAM SUPPORT RIGHT FOR YOUR ORGANIZATION?

- A project may consist of one or more specific events or activities; it may be part of or all of an applicant's regular season or activities. Applicants that undertake a single short-term project in a year – i.e.: a ten-day jazz festival– could apply for the event, or they could identify certain components (such as the presentation of a key artist and the associated activities) for their application.
- Applicants may apply for any or all phases of a project, from its planning through its execution.
- Programs may be new and untested or ongoing with proven track records.
- Programs may cover a broad range of singular or multiple artistic disciplines.

# Categories in Program Support Grants

You will need to apply in one of the following categories.

**Arts and Culture**
Performances, concerts, exhibitions, readings, publications, arts education, and similar activities

**Cultural Festivals, Parades and Special Events**
Events that enhance the economic vitality of St. Louis and increase the region's visibility and desirability, i.e., as a destination for local and out-of-town visitors

**Community Arts**
Initiatives/Programs using the arts as a tool for social change and/or civic engagement

# Program Support Grant Eligibility Requirements

Eligible organizations meet the following requirements:

- **Local focus:** Arts and cultural programs must occur in St. Louis City and/or St. Louis County.
- **Nonprofit 501 (c) (3) organization:** In “good standing” as a nonprofit corporation in the State of Missouri and 501(c)(3) tax-exempt status from the Internal Revenue Service (IRS) or a unit of federal or local government such as a library, county, or municipal agency.
- **Arts programming:** The proposed program’s primary purpose must be the creation, presentation, or utilization of arts and culture.
- **Timeframe:** The program for which you are applying must take place between July 1, 2025, and June 31, 2026.

# How much can my organization apply for?

**The maximum amount of funding an organization can apply for and receive is $10,000.**

Program Support Grant awards do not require matching funds. However, RAC encourages organizations to identify and secure diverse revenue streams.

# CAN I APPLY USING A FISCAL SPONSOR?

**Applicants are eligible to apply for up to $10,000.00** with a fiscal sponsor (agent) in Program Support, provided that:

- The fiscal sponsor is a nonprofit corporation with 501(c)(3) tax-exempt status from the Internal Revenue Service (IRS), preferably with a history of arts programming, or has tax-exempt status from the IRS with a fiscal sponsorship-based mission.
- Included in the application is a letter signed by the sponsoring organization executive director indicating their agreement to serve as a fiscal sponsor should a grant be made for the program.
- If an application is funded, the applicant and the fiscal sponsor must both sign the Terms and Conditions Agreement issued by RAC.
- If planning to apply with a fiscal sponsor, it is highly recommended that you come to one of the posted Office Hours sessions to discuss your application.

Laclede's Landing Neighborhood Association

# Timeline

| | |
|---|---|
| **Application Questions Published** | Early January |
| **Application Available** | Tuesday, January 21 |
| **Completing the Program Support Grant Application (in-person workshop)** | Thursday, January 30, 4pm–5:30pm |
| **Grants Team Office Hours** | Tuesday, February 11, 3pm–5pm |
| **Grants Team Office Hours** | Tuesday, February 18, 3pm–5pm |
| **Grants Team Office Hours** | Tuesday, February 25, 3pm–5pm |
| **Application Deadline** | Monday, March 3 |
| **Eligibility Review (Internal)** | Tuesday, March 4 – Friday, March 28 |
| **Reviewers Receive Applications** | Week of March 31 |
| **Reviewer Ratings Due** | Friday, April 25 |
| **Staff Rating Analysis** | Monday, April 28 – Friday, May 16 |
| **Staff Finalizes Organizational Ratings** | Monday, May 19 |
| **Commission Votes on Awards** | Thursday, June 12 (Commission Meeting) |
| **Award Announcements & Notifications** | After June 12 |
| **Grant Agreement Distributed and Signed** | July 2025 |
| **Grant Payment** | July 2025 |
| **Final Report Available** | September 2025 |
| **Grant Period** | July 1, 2025 – June 30, 2026 |
| **Final Grant Report Due** | Friday, August 14, 2026 |

# Accessing the Application: The New Portal

# How to Access the Application: The New Portal

*You must sign in using a Blackbaud ID. You may create a new Blackbaud ID account or login with an existing Blackbaud ID, if you already use a Blackbaud product, such as Raiser's Edge.*

*If you do not have a Blackbaud ID, you may create one from the grant application page (unique URL found on the RAC website) or from the login page of the new Grants Portal (https://bbgmapply.yourcausegrants.com/apply/applications).*

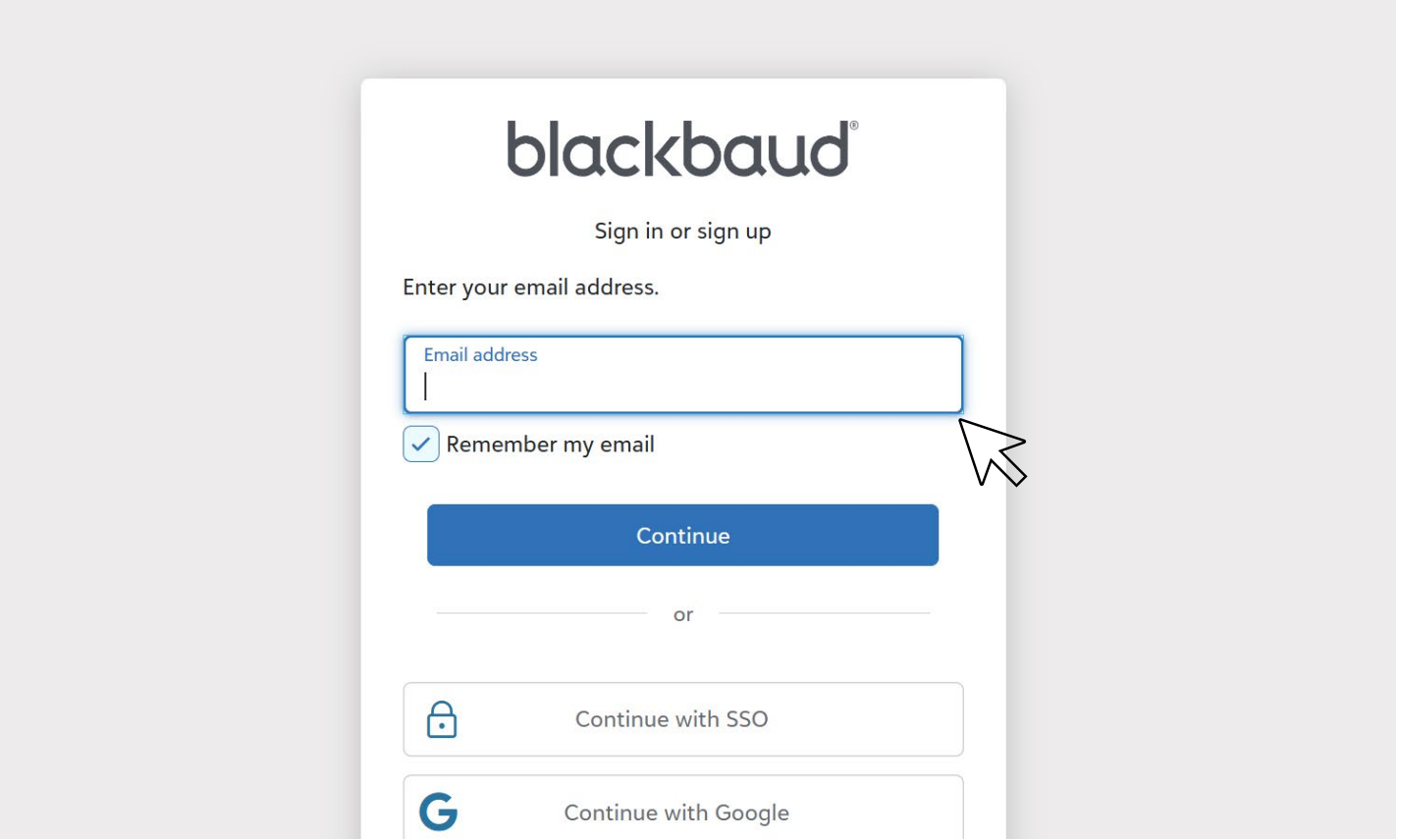
*Each grant application in the new Grants Portal will have a unique URL. For more information about grant opportunities at RAC and to access the current links for open grant applications, please visit the Grants page of the RAC website: http://www.racstl.org/grants.*

*To access an application that you have already started, log into the Grants Portal here: https://bbgmapply.yourcausegrants.com/apply/applications.*

**Who should I contact if I can't access my account in either the new Grants Portal or the Legacy (old) Portal?**

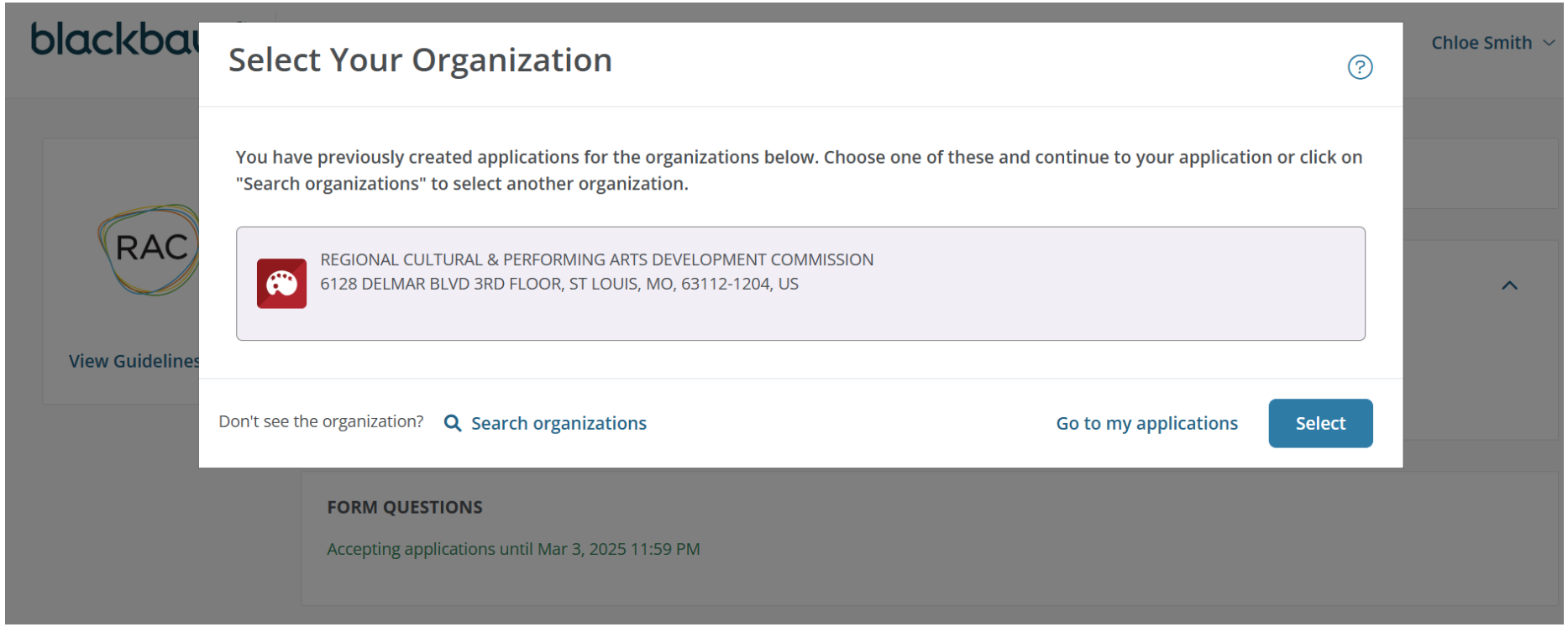
*For technical assistance with the Blackbaud Grantmaking system, please email Blackbaud Technical Support at MS_RACSTL_Grantmaking@blackbaud.com.*

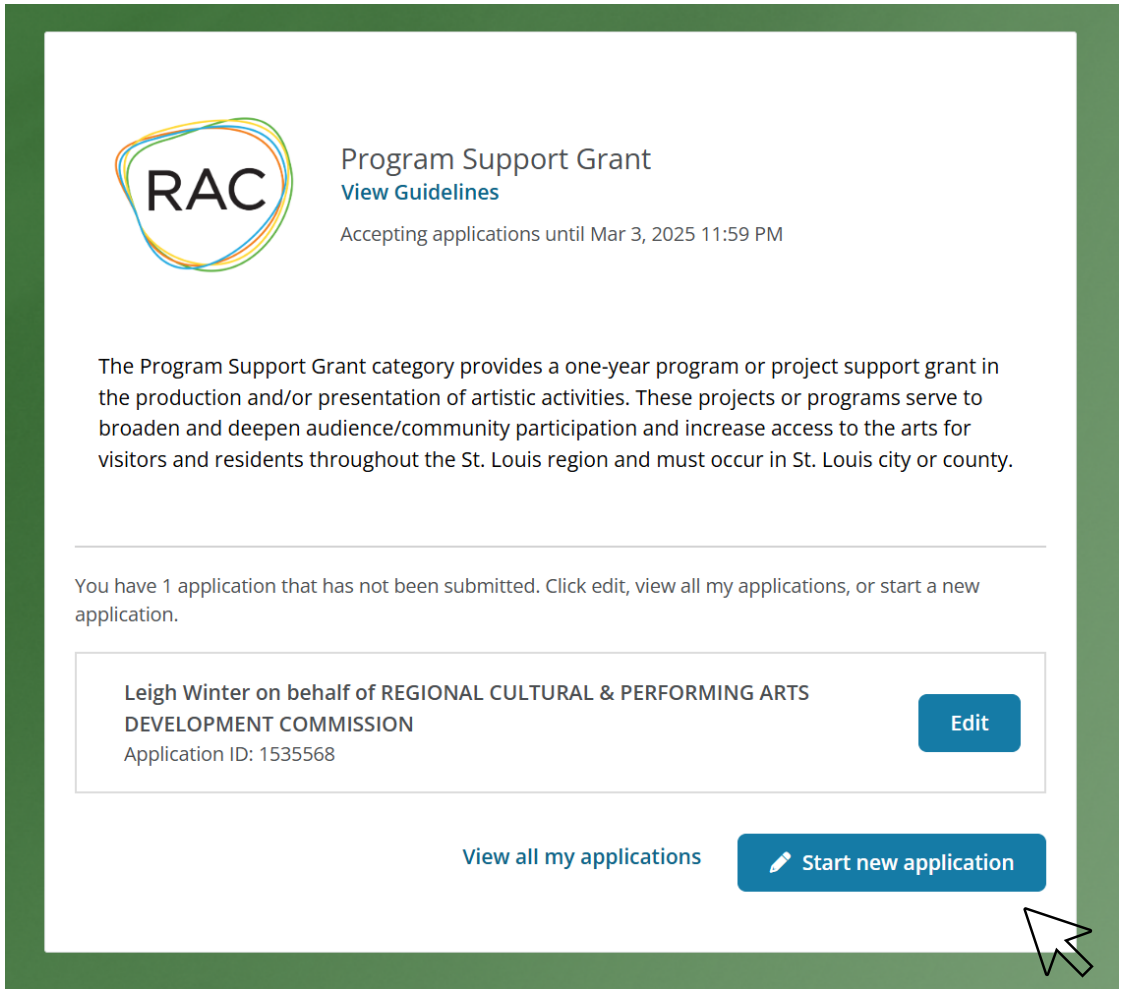
# How to Access the Application



# How to Access the Application

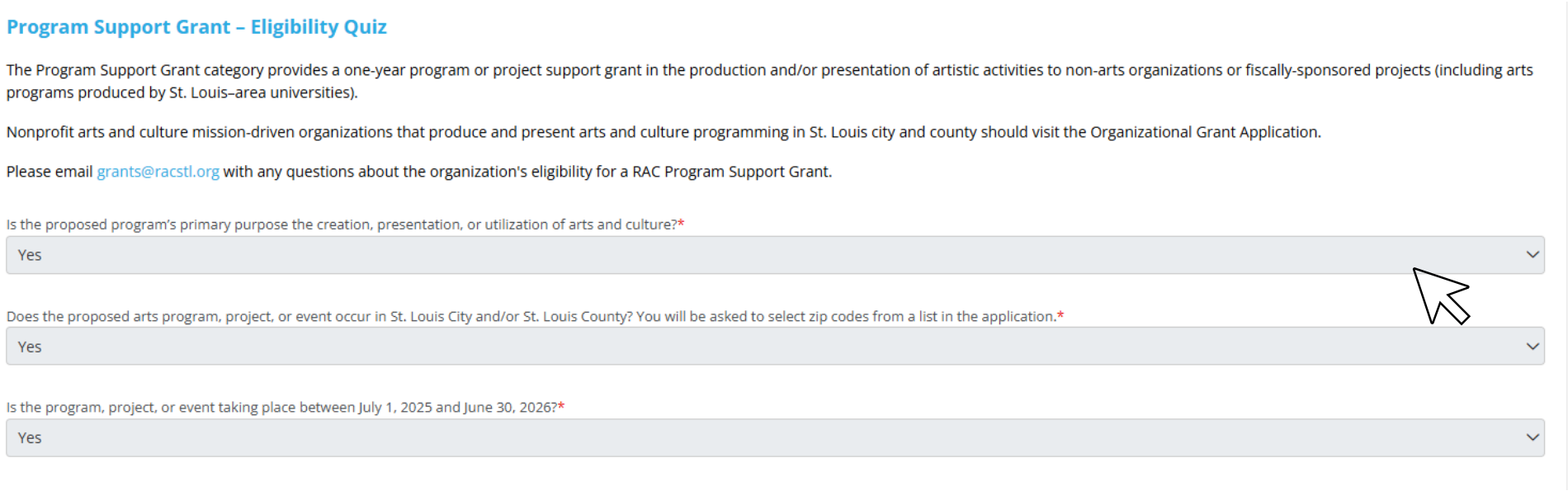
Select your organization.






Start a new application.

# How to Access the Application




Answer the questions in the eligibility quiz to access the application.

# More questions about the portal?

Visit https://racstl.org/grants-portal/ to read frequently asked questions about the new portal.

Please know the best way to seek technical assistance or account management assistance within the portal is the Blackbaud Technical Team.

*For technical assistance with the Blackbaud Grantmaking system, please email Blackbaud Technical Support at MS_RACSTL_Grantmaking@blackbaud.com.*

# Application Overview

Special Education Foundation: Arts in the Classroom

# How are Applications Rated?

Each application will be scored by application reviewers according to RAC's review criteria (Artistic Essentials; Community Benefit; and Capacity/Sustainability) and the rating system, available in the RAC ORG guidelines.

There are three review sections that correspond to RAC review criteria: Each review section has three questions, for a total of nine questions in the application.

Each review section is weighted and conveys the corresponding points possible for each question. Application question responses can be rated exemplary, strong, good, fair, or weak – and given a score within the provided point range.

The maximum number of points available is 100.

# Review Criteria

## Artistic Essentials *(40% weighting)*

A project or program that produces or presents culturally and artistically significant work that supports a full creative life for every St. Louisan.

## Community Benefit *(30% weighting)*

A program that demonstrates broad community benefit and contributes to advancing diversity, equity, inclusion, and accessibility in the community.

## Capacity & Sustainability *(30% weighting)*

A project that intentionally considers its capacity to complete the program.

# Application Sections

- Organization and Key Contact Information
- Request Information
- Artistic Essentials (3 questions)
- Community Benefit (3 questions)
- Capacity & Sustainability (3 questions)
- Supporting Documents
  - Program Support Budget Template (**Download from RAC Website**)
  - Organizational Health Worksheet (this form to be completed with information about the non-arts organization or the fiscal sponsor) (**Download from RAC Website**)
  - Most recent Form 990 submitted to IRS (IRS Form-990 of the non-arts organization or fiscal sponsor)
  - Board of Directors List (list to include officers and affiliations) (board list of the non-arts organization or the fiscal sponsor)
  - Financial Statements for the two most recently completed fiscal years and most recent audit (if available).
  - Up to 3 Work Samples
  - Critical Review (optional)
  - DEI Statement, Policy, or Plan (from the non-arts organization or the fiscal sponsor) (optional)

Gateway Arch Park Foundation

# Application Questions

# **Cultural** and/or **Artistic Essentials**

# QUESTION 1

**Essentials** (300 word maximum)**: Provide an overview of the program(s).**

- Describes the programmatic activities, and the resources necessary to programs and the impact.
- Conveys all aspects of the program, including clear plans for execution (i.e.: location, dates, frequency, etc. -- who, what, when, where, and why).

# **Cultural** and/or **Artistic Essentials**

# QUESTION 2

**Supporting Upload: 3 work samples!**

**Cultural and Artistic Significance** (300 word maximum)**: Explain the program's artistic intention, including an accounting of who the artists/creatives involved in implementing your program/s are.**

- Demonstrates cultural and artistic significance and how the activities are relevant to the arts & culture sector and artists.
- Indicates clear commitment to recruit, engage, and compensate artists – with an emphasis on St. Louis artists.
- Programmatic activities embody excellence of artistic craft & skills.
- Programmatic activities contribute to innovation and new thinking in the artform and wider culture.
- Indicates plans for artistic growth or expanding artistic aspirations and/or artistic risk.
- Work samples indicate alignment with organizational/ programmatic activities.

# **Cultural** and/or **Artistic Essentials**

# QUESTION 3

**<u>Organization Goals</u>: What does success look like? (300 word maximum)**

**Identify and explain the program's:**

- **Goals**
- **Objectives**
- **Outcomes**

- Goals, objectives, and outcomes are realistic and relative to programmatic activities and planned execution.
- Goals, objectives, and outcomes are outlined using the SMART Framework – Specific / Measurable / Achievable / Relevant / Time-Bound.
- Assessment/evaluation efforts align with the outcomes; and systems are in place to track the results/impact of the work.

# Community Benefit

# QUESTION 4

**<u>Audience</u>: Provide an overview of your program's intended audience. (300 word maximum)**

- Attendance, participation, or other measures indicate that the community or a constituency values the program(s).
- Program conveys community impact through qualitative and quantitative data (examples include number of locations, zip codes, neighborhoods, and/or participants served).
- Demonstrates a link between artistic intention and audience experience.
- Some level of audience assessment is indicated.

# Community Benefit

# QUESTION 5

**Supporting Upload: DEIA statement, policy, or plan (if available).**

DEIA (300 word maximum):
Describe the program's commitment to diversity, equity, inclusion, and accessibility, including intentional efforts made by the program to attract and/or retain diverse audiences and increase access to the arts for underrepresented individuals and/or under-resourced neighborhoods.

Provide two specific action steps your organization or the program has taken in the past twelve months that demonstrate your commitment to creating an inclusive environment and/or recruiting diverse collaborators and/or providing equitable opportunities to create and participate and/or provide intentionally accessible programs.

If the organization has a board-approved DEI statement, policy, or plan, please upload a PDF of it below.

- Intentionally and strategically recruits diverse collaborators (volunteers, staff, board, donors, participants, etc.) and creatives.
- Develops meaningful collaborations with diverse neighborhoods and communities to provide equitable opportunities for creation and participation.
- Offerings and information about locations where programs are provided are intentionally accessible to all people and available to the public.
- Program is making progress in reaching new audiences/community or strengthening relationships with existing audience.
- Demonstrates consideration of affordability in offerings (free and/or reduced-price admission, scholarship, etc.)
- If organization has an uploaded board-approved DEI statement, policy, or plan, it informs programmatic activities.

# Community Benefit

# QUESTION 6

**<u>Community Engagement</u> (300 word maximum): How is the work connected to the community, location, or context, including official or unofficial partners, explaining how those partnerships inform or support the program.**

- Indicates the program contributes to the vibrancy, diversity, safety, and economic vitality of neighborhoods, communities, or the broader St. Louis region.
- Demonstrates healthy and/or consistent level of participation/community connection.
- Educational, interpretive, and/or other public activities broaden public involvement.
- Evidence of the degree to which the program is grounded in the community by media acknowledgement, partnerships and alliances, and relationships with broad cross-section of the community.

# Capacity and Sustainability

# QUESTION 7

**Supporting Upload: Budget Template**

**Budget & Budget Narrative** (300 word maximum): Upload your program budget and provide a budget narrative describing the program's ability to carry out the program goals based on factors such as people and financial resources.

- Has a realistic and balanced budget and clearly articulated budget narrative.
- Budget indicates diverse revenue streams.
- Contingency plan in place to support programmatic activities.

# Capacity and Sustainability

# QUESTION 8

**Supporting Upload: Organizational Health Worksheet.**

**<u>Organizational Health</u>: Upload the provided organizational health worksheet.**

*This worksheet is to be completed with information about the non-arts organization or the fiscal sponsor.*

- Conveys ability to maintain operations and programs throughout the funding period, while advancing your mission.
- Indicates an active and engaged Board of Directors

# Capacity and Sustainability

# QUESTION 9

**Sustainability (500 word maximum): Please provide a marketing & development statement.**

- Statement complements what is known about the program and the information provided in the budget.
- Planning, including goal setting, marketing, budgeting, and evaluation, are appropriate to scope of the program.
- Program demonstrates sufficient human, financial, and organizational capacity to respond to changing environmental conditions.
- Evidence of the organization's and/or program's ability to plan its business and communications to the public, and implement its plans, track performance against its plan, and make appropriate corrections as circumstances change.

# Creating Your Narratives

Nine PBS St. Louis Regional Public Media

# How to Put Together an Effective Narrative

The narrative component of your application defines your project's scope and purpose, and it explains how it will be executed.

Effective narratives are

- Succinct
- Organized
- Written in clear, direct language

Frizzy by Nature: Frizz Fest

# What's in a Narrative?

An application narrative is the core of your application.

It typically covers:

- Purpose
- Significance or impact (why it is important)
- Program Description
- Timeline
- Projected Outcomes
- Budget / Budget Narrative

# Prepare to Write

Think through all the details of your request

Clear details of items like:

- Specific audience
- Location(s) where your project will take place
- Potential challenges you may face

Begin by copying and pasting the application questions into a word document to ensure you don't lose anything you've created in the application portal.

# This will be your first draft!

Write fast and furiously, getting the details down.

No need to worry about word count at this point.

Use the wording from the application question and the review criteria.

Once you respond to all 9 of the application questions

- Go over what you've written: Are you happy with it?
- Do a word count
- Revise, edit, etc.

# In your next draft…

**Make sure you've responded to the question and the review criteria**

**Cut out "the fat"**

**Don't go overboard on abbreviations**

**Write for a general audience**

**Check to see that you've addressed WHO, WHAT, WHEN, WHERE, and WHY**

- Who is implementing the project?
- What activities does the project consist of?
- When will the project take place?  What are milestones in the project timeline?
- Where will the project take place?
- Why is the project relevant? Why are you the right person to do the project?

**Consider how you will assess your organization's success**

**Performance Measures Define the Success of the Project / Program / Need**

- Ø **Goals**
- Ø **Objectives**
- Ø **Outcomes**

**GOALS**

**A goal is:**

- **A broad statement**
- **A summary of the “big picture”**
- **Future-focused, perhaps long-term**
- **Intangible, difficult to measure**

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**OBJECTIVES (SMART—Specific, Measurable, Achievable, Realistic, Timely)**

**An objective is:**

- **A narrow statement**
- **A precise description of end products**
- **Clear and concrete**
- **Tangible and measurable**

## OUTCOMES

**An outcome is:**

- **A statement of humanistic benefit, change, or effect**
- **Measurable**
- **A valuable tool for answering the “So what?” question**
- **A way to highlight long-term impact and value**

# Review!

Are you happy with your narrative?

Find a trusted colleague or friend to read what you've written

- Ask the reader what questions they may have about your project after reading what you've written. It may help you clarify what you need in your narrative.
- Incorporate revisions
- Spellcheck!

# You are ready to submit!

Ensure all elements of your application help tell the same story—from narrative sections through document uploads and budget.

**Aim to submit at least one day prior to the deadline.**

RAC will not accept any late submissions.

# FAQs

***I CANNOT ACCESS MY ACCOUNT. WHO DO I CONTACT?***

Blackbaud Grantmaking is the RAC grant management system. For technical assistance when using the grantmaking system, please email MS_RACSTL_Grantmaking@blackbaud.com.

***HOW WILL I COMMUNICATE WITH RAC REGARDING MY APPLICATION?***

Add noreply@yourcause.com AND mail@grantapplication.com AND grants@racstl.org to your address book or safe senders list to ensure you receive all communications from RAC.

***IS THERE A PRE-APPLICATION REQUIREMENT?***

There is no pre-application for the Program Support Grant.

***ARE MATCHING FUNDS REQUIRED?***

**Program Support Grant awards do not require matching funds.** However, RAC encourages organizations to identify and secure diverse revenue streams.

## How many Program Support Grants will be made in 2025?

The available annual funding for RAC Organizational Grants is not sufficient to meet applicant demand. The amount of grants made depends on available funding, the number of applications submitted, the applicant score, and the number of applicants awarded.

## How many applications are typically submitted each year?

In 2024, RAC received 70 applications. 64 of those applications were eligible for funding. 38 program support grants were made.

## Can schools and universities apply for Program Support?

Yes.

## What if I don't have a DEIA Statement, Policy, or Plan?

A DEIA statement, policy or plan is not required.

When will we be notified whether or not an application has been approved?
Grant Award Announcements and Notifications are set for after June 12, 2025.
Organizational grant applicants will receive their application score the week of May 19, 2025 in order to file an appeal. Appeals must be filed by 5 p.m. on Thursday, May 29, 2025.

Can costs incurred before July 1, 2025 be eligible for funding?
Costs incurred before the timeline (July 1, 2025 – June 30, 2026) should not be included in the program budget or a part of the request.

**Is it possible to add or delete lines and categories in the budget template?**
Yes. The template is provided in Excel. If you have MS Excel, you can add and delete lines and categories as needed. If you recreate the template keep the formatting as similar as possible. This will also have to be uploaded as a PDF.

# Contact Information

For any technical questions please email MS_RACSTL_Grantmaking@blackbaud.com.

## WHO TO CONTACT WITH PROCESS QUESTIONS

Chloe Smith
Grants & Programs Manager
chloe@racstl.org

Ann Haubrich
Grants & Programs Senior Manager
ann@racstl.org

## Thank You!

# Q+A!