



Welcome!

Agenda:

- ❖ Team Introductions
- ❖ RAC Priorities
- ❖ Workshops & Office Hours
- ❖ Program/ORG 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 and Organizational Grant Application: A Grant Presentation for Organizations

2024

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 that 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 and live workshop schedules and the 2024 office hours.

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*

These workshops have been recorded and are available on the RAC website.

Program Support Grant Overview

What is Program Support?

The Regional Arts Commission's (RAC) Program Support Grant provides a one-year program or project support grant in the production and/or presentation of artistic activities to non-arts organizations or fiscally-sponsored projects. 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 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.

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

Program Support Grant Eligibility Requirements

Local focus

Arts and cultural programs must occur in St. Louis City and/or St. Louis County.

Non-profit 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, 2024, and June 30, 2025.

*Arts programs and projects must occur during the applicable grant cycle and an organization may submit only one application per grant cycle.

Creative Disciplines in Program Support Grants

- Architecture
- Dance
- Design
- Folk and Traditional Arts
- Literary Arts
- Media Arts
- Music
- Musical Theatre
- Opera
- Presenting & Multidisciplinary Works
- Theatre Arts
- Visual Arts
- Public Art

Fiscal Sponsorship

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.

Additional Information

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.

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

Organizational Grant Overview

What is the Organizational Grant?

The Regional Arts Commission's (RAC) Organizational Grant provides a one-year, unrestricted, and flexible organizational and/or program grant to arts and culture organizations in the production and/or presentation of artistic activities. RAC expects these grants to be utilized to broaden and deepen audience/community participation and increase access to the arts for visitors and residents throughout the St. Louis region.

IS ORGANIZATIONAL GRANT RIGHT FOR YOUR ORGANIZATION?

- Organization needs working capital to sustain their day-to-day operations to support operational needs like salaries, technology, and overhead.
- Organization strives to build fundraising, planning, and other systems to strengthen their funding sources and sustain the organization over time.
- Organization aspires to build a strong and sustainable infrastructure to provide programming that will have the greatest impact.
- Organization intends to foster innovation and risk-taking by developing its bandwidth to take advantage of suitable opportunities as they arise.

Organizational Grant Eligibility Requirements

Eligible organizations meet the following requirements:

- Mission and purpose: Arts and culture mission-driven nonprofit organization. The organization's primary purpose must be the creation, presentation, or utilization of arts and culture.
- Local focus: Arts and cultural activities of the applicant organization 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; programming must be publicly accessible.
- Timeframe: The activities and/or operations for which the applicant is applying must take place between July 1, 2024, and June 30, 2025.

How much can my organization apply for?

- **Organizations with annual operating budget of \$2,000,001 and up may apply for up to \$100,000.**
- **Organizations with annual operating budget up to \$2,000,000 may apply for up to \$50,000.**
- **Organizations with annual operating budget up to \$500,000 may apply for up to \$25,000.**

Timeline

Application Workshops*	January 29-February 9
Application Opens in GMS Platform	Week of February 5
Application Due Date	Monday, March 25
RAC Staff Internal Review	Tuesday, March 26- Friday, April 5
Reviewers Receive Applications	Monday, April 8- Friday, April 12
Reviewer Ratings Due	Monday, May 6
RAC Staff Rating Analysis	Monday, May 6 – Friday, May 10
Staff Finalizes Ratings	Tuesday, May 28
Application Ratings Shared with Applicants	Wednesday, May 29
Commission Vote on Grant Awards	Thursday, June 6
Grant Award Announcements & Notification	Thursday, June 6 – Friday, June 7
Terms and Conditions Agreement Distributed and Signed	Monday, June 10 – Wednesday, July 10, 2024
Direct Deposit Payment Made & Final Report Form Available	Monday, July 15 – Wednesday, July 17, 2023
Grant Programming Timeframe	July 1, 2024- June 31, 2025

*Workshops will be recorded and available on the RAC website. Please check the website for workshop topics and dates.

Accessing the Application

How to Access the Application

Use the link to apply on the RAC website.

If you did not apply in 2023 click “create account”.

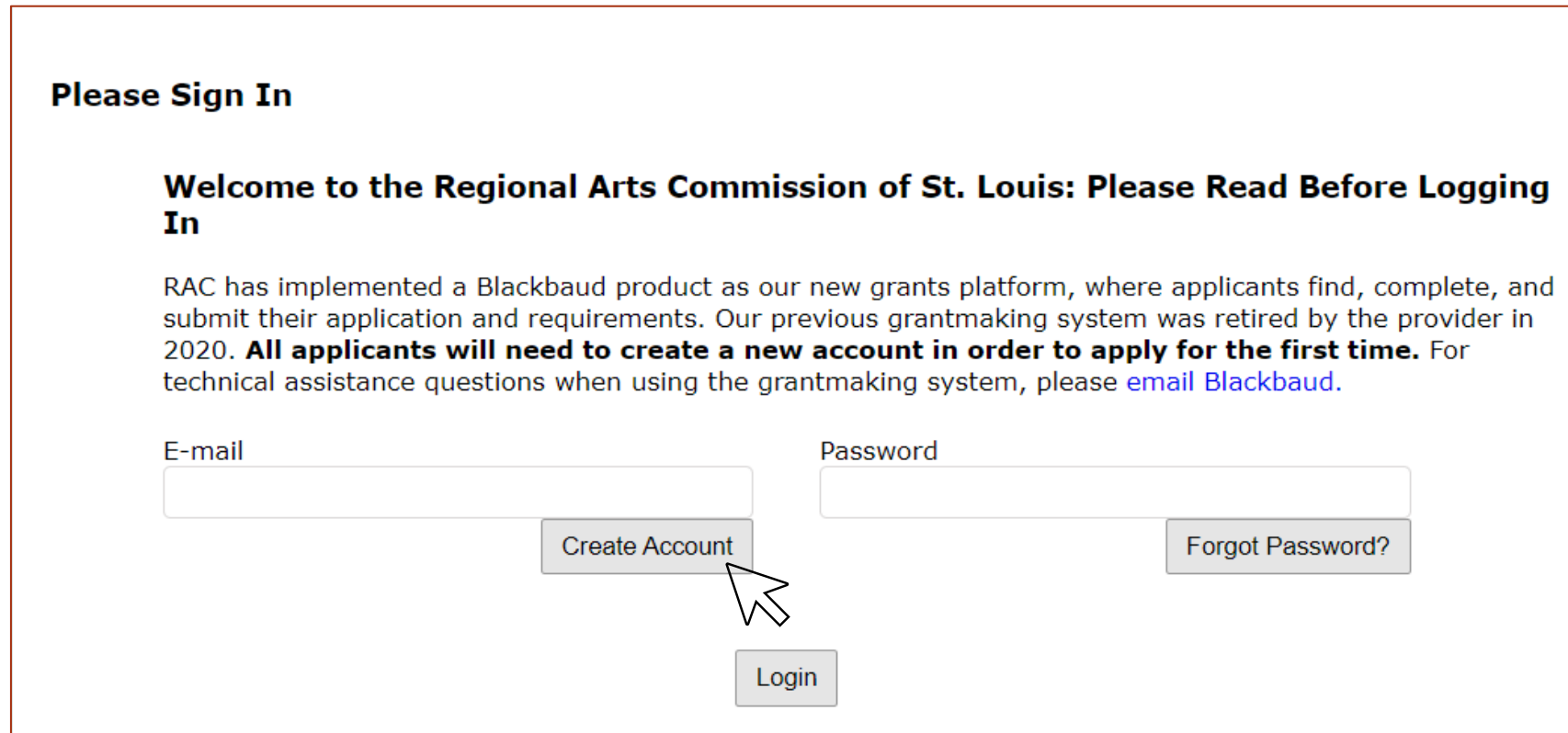
Please Sign In

Welcome to the Regional Arts Commission of St. Louis: Please Read Before Logging In

RAC has implemented a Blackbaud product as our new grants platform, where applicants find, complete, and submit their application and requirements. Our previous grantmaking system was retired by the provider in 2020. **All applicants will need to create a new account in order to apply for the first time.** For technical assistance questions when using the grantmaking system, please [email Blackbaud](#).

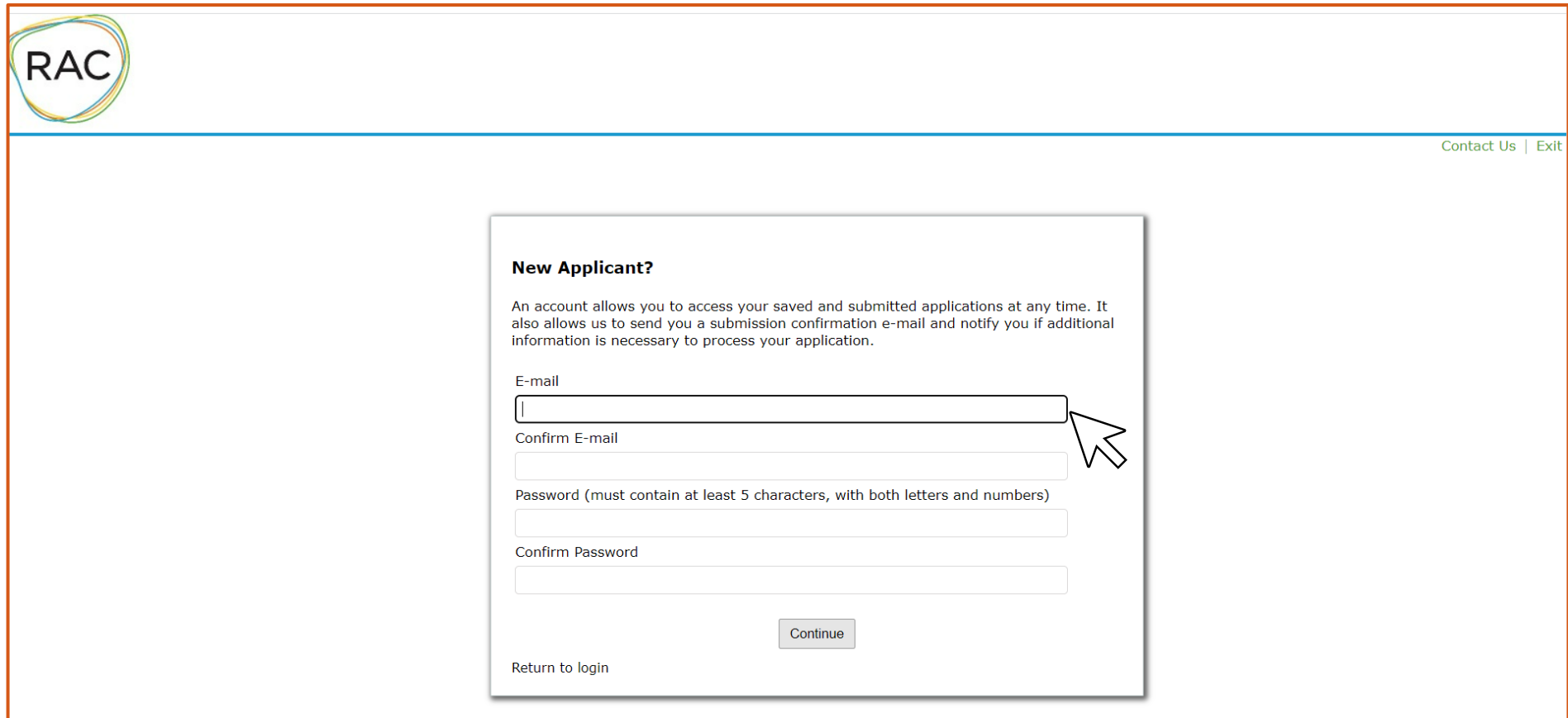
E-mail

Password



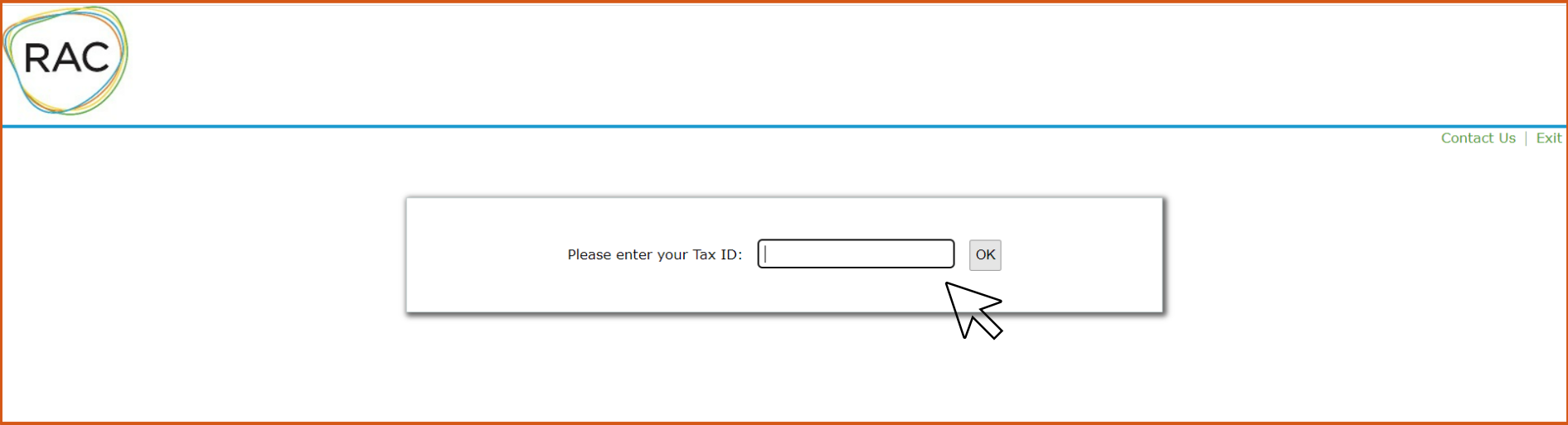
How to Access the Application

Create your new account including your email and password.



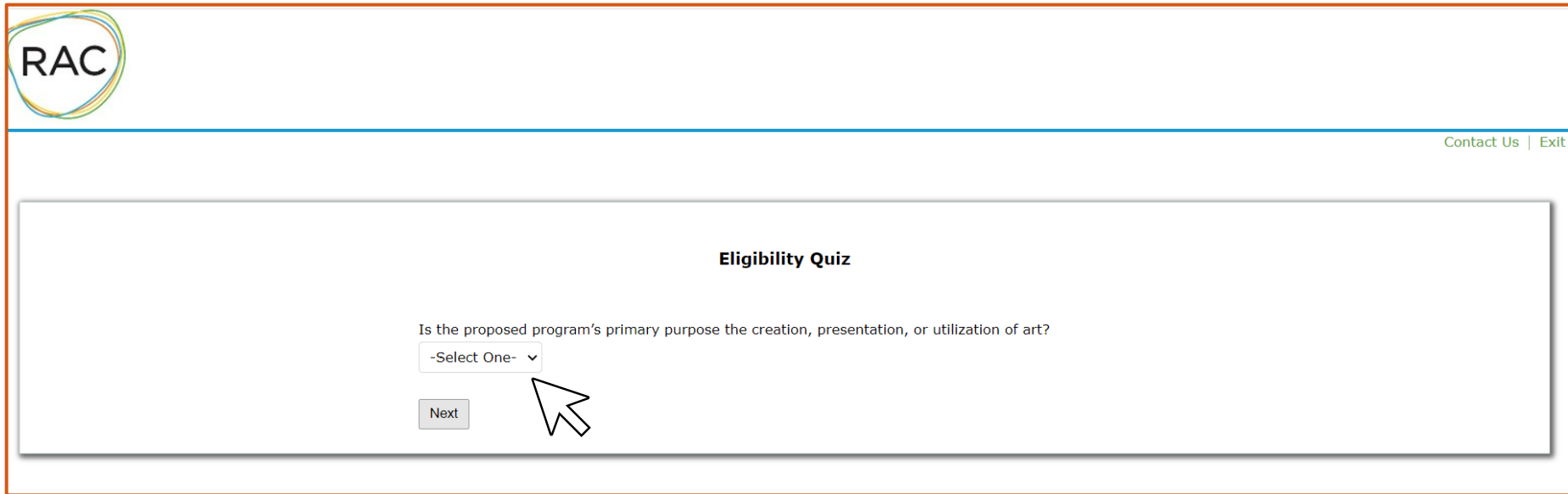
The screenshot shows the RAC application registration page. In the top left corner is the RAC logo, and in the top right corner are links for "Contact Us" and "Exit". The main content area features a "New Applicant?" section with an explanatory paragraph: "An account allows you to access your saved and submitted applications at any time. It also allows us to send you a submission confirmation e-mail and notify you if additional information is necessary to process your application." Below this text are four input fields: "E-mail", "Confirm E-mail", "Password (must contain at least 5 characters, with both letters and numbers)", and "Confirm Password". A "Continue" button is positioned below the password fields, and a "Return to login" link is at the bottom left of the form. A mouse cursor is shown pointing at the E-mail input field.

How to Access the Application: ORGS EXTRA step



Have your organization's Tax ID ready. You will need it to access the eligibility quiz.

How to Access the Application



The screenshot shows a web interface for the RAC (Regional Arts Council) Eligibility Quiz. In the top left corner, there is a logo with the letters 'RAC' inside a stylized circular graphic. In the top right corner, there are links for 'Contact Us' and 'Exit'. The main content area is titled 'Eligibility Quiz' and contains a question: 'Is the proposed program's primary purpose the creation, presentation, or utilization of art?'. Below the question is a dropdown menu with the text '-Select One-' and a downward arrow. A mouse cursor is pointing at the dropdown menu. Below the dropdown menu is a 'Next' button.

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

Application Overview

Application Overview

General Organization Information

Cultural & Artistic Essentials (3 questions)

- Work Samples

Community Benefit (3 questions)

- DEI Statement, Policy or Plan (optional)

Capacity & Sustainability (3 questions)

- Budget
- Organization's Financial Statements
- Organizational Health Worksheet

Supporting Documents

- Critical Review (optional)
- Fiscal Sponsorship Agreement (if applicable)

Review Criteria

Review Criteria

Cultural and/or Artistic Essentials *(weighted at 40%)*

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

Organizational- An organization that produces or presents culturally and artistically significant work that supports a full creative life for every St. Louisan.

Community Benefit *(weighted at 30%)*

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

Organizational- An organization that demonstrates broad community benefit and contributes to advancing diversity, equity, inclusion, and accessibility in the community.

Capacity & Sustainability *(weighted at 30%)*

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

Organizational- An organization that intentionally plans for operational and/or program capacity and sustainability.



Application Questions & Criteria

Note: In the next couple of slides we will go over the application questions.

The questions on the PS and Org app are similar but there are slight differences.

The language has been color coded, **Program Support/Organizational Grant**.

Cultural and/or Artistic Essentials

QUESTION 1

Essentials: Provide an overview of the **program(s)** / of the organization and **program(s)**.

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

Cultural and/or Artistic Essentials

QUESTION 2

Upload up to 3 work samples!

Cultural and Artistic Significance (300 word maximum):

Explain the **program's / **organization's programs and** 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. Demonstrates cultural and artistic significance and how the activities are relevant to the arts & culture sector and artists and is supported in the marketplace.
- 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. Indicates organization's plans for artistic growth or expanding artistic aspirations and/or artistic risk.
- Work samples indicate alignment with programmatic activities. Work samples indicate alignment with organizational/ programmatic activities.

Cultural and/or Artistic Essentials

QUESTION 3

Goals: What does success look like? (300 word maximum)

Identify and explain the **program's/ organization's**

- **Goals**
 - **Objectives**
 - **Outcomes**
-
- Goals, objectives, and outcomes are realistic and relative to **programmatic activities / organizational & programmatic activities** and planned execution.
 - Assessment/evaluation efforts align with the outcomes; and systems are in place to track the results/impact of the organization's work.

Community Benefit

QUESTION 4

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

- Attendance, participation, or other measures indicate that the community or a constituency values the **programs / organization's programs**.
- 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

DEIA (300 word maximum): Describe the **program's / organization'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.**

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 / Organization** 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.
- **Organization's leadership and its culture is known for an inclusive environment.**

Upload up to DEI statement, policy, or plan.

Community Benefit

QUESTION 6

Community Engagement (300 word maximum):
How is the work connected to the community, location, or context, including official or unofficial partners, with an explanation of how those partnerships inform or support the **program / **your work**.**

- Indicates the **program** / **organization** 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** / **organization** 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

**Upload Programmatic OR Operational
Budget.**

Budget & Budget Narrative (300 word maximum):
Upload your **program** / **operational** budget and provide a budget narrative describing the ability to carry out the 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** / **operations** and/or **programmatic activities**

Capacity and Sustainability

QUESTION 8

Upload Organizational Health Worksheet.

Organizational Health: Upload the provided organizational health worksheet.

Program Support with Fiscal Sponsor: (This worksheet 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. Please provide a growth & development statement.

- Statement complements what is known about the program / organization and the information provided in the budget.
- Planning, including goal setting, marketing, budgeting, and evaluation, are appropriate to scope of the program / organization.
- Program / organization 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. Evidence of dynamic adaptability—the capacity of the organization for self awareness combined with an ability to plan its business and communications to the public, prioritize and implement its plans, track performance against its plan, and make appropriate corrections as circumstances change.
- Demonstrates the capacity of the current board and staff to guide the organization to achieve its strategic goals.
- Organization demonstrates sufficient human, financial, and organizational capacity to respond to changing environmental conditions.

Creating Your Narratives

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



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, this ensures you don't lose anything you've created in the grant's 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 project's success



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

- ∅ **Goals**
- ∅ **Objectives**
- ∅ **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

How many Program Support Grants and Organizational Grants will be made in 2024?
?

In 2023, 143 program support applicants were awarded for a total of \$1,826,939.82. We have not hosted General Operating Support or Organizational Grants since 2019. In 2019, 40 GOS applicants were awarded a total of \$3,015,292.

How many applications are typically submitted each year?
?

In 2024, we expect to see an increase in the number of applications in both categories. RAC grants will be competitive in 2024.

Are non-arts organizations eligible to apply for Program Support?

Yes, non-arts organizations are eligible to apply for Program Support, however, they must:

- Have a Local focus: Arts and cultural programs must occur in St. Louis City and/or St. Louis County.
- Be a 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.
- Apply for the purpose of Arts programming: The proposed program’s primary purpose must be the creation, presentation, or utilization of arts and culture.
- Apply for projects within the Timeframe: The program for which you are applying must take place between July 1, 2024 and June 30, 2025.

Can schools and universities apply for Program Support/Organizational Support?

Only in Program Support.

What is the final deadline for Applications?

Application deadline is Monday, March 25, 2024. Please aim to submit your application at least one day before the deadline. There will be no exceptions for late applications, including technical errors.

When will we be notified whether or not an application has been approved?

Grant Award Announcements and Notifications are set for Thursday, June 6- Friday, June 7, 2024.

Organizational grant applicants will receive their application score the week of May 20 in order to file an appeal. Appeals will be due Friday, May 31.

Applicants have the right to appeal if:

- They believe a factual error was made during the review that negatively affected their rating.
- They believe their application's review was based on criteria or application requirements different from those published in the RAC guidelines that negatively affected their rating.

What if we incur costs before the July 1, 2024, timeline or if one component of a program series occurs before June 31, 2025?

Costs incurred before the timeline are not eligible for request. RAC will not grant request for already expended funds.

What is a fiscal sponsor and who needs one?

Fiscal sponsorship is a formal arrangement in which a 501(c)(3) public charity sponsors a project that may lack exempt status. This alternative to starting one's own nonprofit allows the fiscally sponsored project to seek grants and solicit tax-deductible donations under the sponsor's exempt status. It is also an option for one-time projects that may be eligible for charitable donations.

Please note: for RAC, fiscal sponsorship is only allowable for program support applicants, not organizational grant or artist support applicants.

New and emerging arts organizations are eligible to apply with a fiscal sponsor (agent) in Program Support, with a maximum request of \$10,000, provided that the Fiscal Sponsor is a nonprofit corporation in the State of Missouri with 501 (c)3 tax-exempt status from the Internal Revenue Service, preferably with a history of arts programming OR has tax-exempt status from the Internal Revenue Service with a fiscal sponsorship-based mission.

Is it possible to add or delete lines and categories in the budget template?

Yes. The template is provided in PDF. If you have adobe, you can add and delete lines and categories as needed.

If you do not have adobe, you can recreate the template in Excel or Sheets. If you recreate the template keep the formatting as similar as possible. This will also have to be uploaded as a PDF.

RAC Grants Team recommend using the PDF template.

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

A DEI statement, policy or plan is not required. Please upload a blank PDF in place if your organization does not have a DEI statement, policy, or plan.

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!