

# Guidelines for Grassroots Arts Program Subgrants



Since 1977, the North Carolina Arts Council's Grassroots Arts Program (GAP) 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.

## **Eligibility for Application**

- All arts organizations must have been in operation for at least one year. While nonprofit 501(c)(3) status is preferred, organizations that are nonprofit in nature may also apply.
- All organizations must reside and carry out projects within the county they are applying for funds.
- Individuals are not eligible to apply for Grassroots Arts funds.
- Applications and support materials must be completed and received by the application deadline of Monday, November 30, 2020.
- All projects must take place between January 1, 2021 and June 15, 2021.
- Grant amounts range from \$500 and up.

## **What the Grassroots Arts Program Funds**

For FY 2020-2021, Grassroots Arts Program funds will be used for operational expenditures for qualified arts organizations not already receiving operating support from the N.C. Arts Council. Funding will not be available for programming this year. Covered expenses can include salaries, telephone service, office supplies, printing, postage, rent, utilities, insurance, equipment rentals, etc.

## **Priorities for Funding**

The priority of the Grassroots Arts subgrant program is to provide operating support to qualified arts organizations not already receiving or those who are eligible to receive support from the N.C. Arts Council. These include theaters, symphonies, galleries, art guilds, choral societies, dance companies, folk arts societies, writers' groups and arts festivals, among others.

## **2020-2021 Funding Policies**

- Tribal organizations that receive Grassroots funds must represent state or federally recognized tribes.
- Subgrants may not be awarded to individuals or to organizations for prizes, competitions, tuition, or financial rewards.
- Grassroots funds may not be used for art supplies or equipment.

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

- Art, music, and dance therapists
- Artifacts
- Purchase artwork
- Purchase art equipment or supplies
- Capital expenditures or equipment
- Contingency funds
- Deficit reduction

- Fundraising events
- Food or beverages for hospitality or entertainment functions
- 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

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## Grassroots Arts Program Subgrant Requirements



### Application Deadline

***Grassroots Grant applications must be submitted to the Caldwell Arts Council by Monday, November 30.***

### Matching Requirement

This year, the NC Arts Council will not require subgrantees to match their grant amounts dollar for dollar. However, if you are able, please reflect your match, which 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 operations by including the N.C. Arts Council logo and funding credit line on your website, in press releases and marketing materials.*** Upon being awarded, organizations will be supplied with appropriate logos and related information by the Caldwell Arts Council.

### Reporting Requirements

Each subgrantee is required to submit a final report providing a detailed description of the funded operations costs, sample marketing and public relations materials using the N.C. Arts Council credit line and logo, and copies of their required legislative letters. The Caldwell Arts Council will ensure that funded organizations receive the FY 2020-2021 Final Report form for Grassroots Subgrantees for completion in advance of the deadline.

### Legislative Letters

***For FY 2020-2021, funded applicants will be 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 organization and how it ultimately impacts our community. Copies of all letters to legislators must be included in the final report materials. A sample letter will be included with funding confirmations.

### How Subgrant Applications Are Evaluated

Because only operations costs will be funded for FY 20-21, subgrant applications will be reviewed by the Caldwell Arts Council Board of Directors and other community members as needed. The panel will evaluate each application based on the subgrant guidelines, supplied budget and financial needs. Final funding decisions will be voted on by the board, giving final approval to the recommendations.

### Questions and Assistance

For questions or assistance, contact Ellen Ball at 828-754-2486 or email her at [ellen@caldwellarts.com](mailto:ellen@caldwellarts.com).