Grassroots Arts Program
Guidebook & Subgranting Toolkit

North Carolina Arts Council

www.NCArts.org

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This guidebook was prepared as a resource for the Grassroots Arts Program Partners. The information is also available, and frequently updated, on the North Carolina Arts Council's website at http://ncarts.org/Resources/ForOrganizations/LocalArtsCouncilResources.aspx

Grassroots Arts Partners are also encouraged to call North Carolina Arts Council staff with questions or to schedule a consultation.

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I. Grassroots Arts Program: Background

Purpose

In 1977, the North Carolina General Assembly established the Grassroots Arts Program to ensure that every citizen has access to quality arts experiences. The program provides funding for the arts in all 100 counties in North Carolina. Funds are primarily distributed through local arts councils using a per capita based formula. The North Carolina Arts Council manages the Grassroots Arts Program for the state and provides technical and program assistance to its community partners.

The creation of the Grassroots Arts Program increased the number of local arts councils and helped establish North Carolina as a leader in community arts development. Nationally, North Carolina has one of the largest networks of local arts agencies, including the country's oldest arts council in Winston-Salem. Grassroots funds support hundreds of arts activities across the state each year.

Partnership with the North Carolina Arts Council

A local arts council that has been nominated by its county's board of commissioners and approved by the North Carolina Arts Council to receive and administer Grassroots funds is known as a Designated County Partner (DCP). With the assistance and support of the N.C. Arts Council, DCPs have an important role in sustaining and growing the arts in their counties and serving as advocates for the arts in their service areas. DCPs are expected to administer the Grassroots Arts Program in accordance with current standards, policies and requirements outlined in this guide.

Together, DCPs and the N.C. Arts Council have a shared responsibility to understand the communities they serve. DCPs should be familiar with the arts and cultural resources in their county—including arts organizations, professional and accomplished artists, and arts and cultural traditions of their region. As advocates for the arts in their communities, DCPs develop partnerships with county governments, schools and universities, city revitalization boards, economic development councils, chambers of commerce and tourism bureaus. These partnerships are often the catalyst for sustainable economic and community development utilizing the arts, and can lead to programs that connect diverse parts of a county through shared arts experiences.

The North Carolina Arts Council offers a broad range of technical and programming assistance including:

- **Local Arts Council Resources Page:** The Local Arts Council Resources page on the N.C. Arts Council website is an online portal for Grassroots Arts Program partners. The site provides tools and links including yearly allocation tables, aggregated local government support data, webinars for completing applications and final reports, as well as this guidebook. The webpage can be found at: http://ncarts.org/resources/local-council-resources.

- **North Carolina Artist Directory:** The North Carolina Artist Directory showcases many of N.C.'s best choreographers, composers, craft artists, dancers, experimental artists, filmmakers, musicians, theater artists, traditional artists and writers and the ways in which they are able to share their art and knowledge with audiences and arts consumers throughout the state and beyond. The directory features N.C. artist fellowship and heritage award recipients, as well as selected artists who apply and are reviewed by discipline panels. To view, visit http://search.ncarts.org/search-art.php

- **Grassroots Arts in Education Idea Book:** This idea book includes a sampling of arts in education artists in the performing, literary and visual arts, and detailed descriptions of arts in education residency programs. The *Grassroots Arts in Education Idea Book* is a tool for local arts councils to use in partnership with their school systems to plan arts in education programs. To view the book, visit http://ncarts.org/resources/local-council-resources

- **North Carolina ArtsMarket:** The North Carolina ArtsMarket is a showcasefor artists and presenters organized every other year by the North Carolina Presenters Consortium (www.ncpresenters.org).

- **Arts Leaders Conference:** The N.C. Arts Council periodically hosts a conference for arts council leaders. The conference offers training and workshops on specific topics related to arts development and issues, as well as networking opportunities with arts managers from across the state.

- **Individual Consultations:** The N.C. Arts Council staff consult individually with communities to plan and implement arts programs, and provide training, tools and resources for cultural planning, board and staff development, strategic planning and grants writing.

How Grassroots County Allotments Are Determined

Each year the North Carolina General Assembly allocates a portion of the state budget for Grassroots funds. Twenty percent of the total Grassroots budget is distributed in equal amounts to all 100 counties, and the remaining 80 percent is distributed using a per capita formula. A schedule of county allotments using the most recent population estimates is available at http://ncarts.org/resources/local-council-resources.

Included in the allotment schedule is a combined percentage of each county's multicultural population. A representative portion of each county's Grassroots allotment must be spent in support of arts programs that reflect the county's racial and cultural diversity. For example, if the county's multicultural population is 29 percent of the total population, then at least 29 percent of the Grassroots funds should be spent for multicultural programming.

Matching the Grassroots Grant

The Grassroots Arts Program legislation requires that county allotments must be matched dollar for dollar with cash from local sources during the applicable fiscal year. Grassroots applicants may match the entire county allotment from within their own budget, or they may use the cash match from subgrantees to fulfill the requirement. A Designated County Partner may also partner with another organization in the county to allow its arts expenditures to be designated as a match.

If a DCP chooses to fulfill its match with a partnering agreement, the DCP must obtain a letter from that partner stating the source, amount, use and fiscal year of the expenditures and giving the partner's approval to designate it as a match for the Grassroots allotment. The partner should be aware that its records become part of the Grassroots contract, and should there bean audit of the Grassroots award, it must be willing to allow its records to be reviewed.

Neither Grassroots allocations nor the matching funds may be used to match any other N.C. Arts Council grant. All matching funds must be documented as part of the final report at the end of the fiscal year.

Designated County Partner Standards

Designated County Partners (DCPs) must uphold certain standards to maintain their partnership status with the North Carolina Arts Council. These standards are monitored by N.C. Arts Council staff and reviewed by grants panel members. The DCP's commitment to upholding these standards is rated in the overall evaluation of its annual grant submission.

The standards require DCPs to:

- Provide support for quality programming in the performing, visual, literary and traditional arts. Programming choices are responsive to community needs and demonstrate improvement and innovation. Programming choices also engage constituents across geographic, cultural, social and economic strata.
- Foster collaborative relationships with and provide services and support for county arts organizations and arts resources.
- Support individual artists in the county through services and opportunities including appropriately compensating artists for services. Promote and participate in the Artist Support Grant program.
- Conduct or support arts in education programs led by qualified artists for pre-K–12 students. DCP shows commitment to comprehensive arts education opportunities for county's youth.
- Demonstrate a commitment to racial and cultural equity in programming, board representation, governance and administrative practices.
- Demonstrate stability and fiscal responsibility through effective board and staff leadership, sound administrative practices and strategic planning. If staffed, arts councils must provide appropriate salaries and benefits.
- Track economic impact and actively participates in county tourism and economic development efforts.
- Maintain a history of managing the Grassroots grant responsibly, and according to requirements, including meeting the deadlines for applications, fulfilling the subgranting and multicultural requirements and completing final reports.

II. Grassroots Arts Program Applications

Annual Grant Submission

Designated County Partners must submit an annual grant application to be considered for funding. DCPs are required to submit a full application every three years, and an update application in the off years. To access the DCP application schedule, visit

http://ncarts.org/resources/local-council-resources

Applications are due on the first business day of March by 5 p.m. Online forms are available via the N.C. Arts Council's website in mid-January. Applicants must submit their grants electronically using the GO System.

All DCPs are required to provide the following information as part of their grant application:

- Projected amount of Grassroots funding that will be spent for operating support and description of how the funds will be used.
- Operating and expense budgets for the last, current, and upcoming fiscal years.
- List and description of the multicultural artists and programs.
- Information on the organization's personnel and audience.
- Local government support itemization.
- Current list of Board of Directors

The following information is requested of DCPs required to submit a full application:

These questions should be answered as they relate to the entire scope of your organization, not just your role as a DCP. Remember, the grants panelists who review your application may not be familiar with your organization, so provide specific and compelling information.

County Overview

1. Briefly describe the county you serve, including population and demographics. Describe notable economic, social, and cultural changes in your county over the past three years. Describe how your organization contributes to the local and state economy. Include employment, visitor statistics, and other forms of economic impact you track.

Programs and Services

2. Describe your key programs and activities for the upcoming fiscal year. Indicate whether these programs occur annually and how they serve the geographic diversity of your county. Describe how your program choices demonstrate improvement or innovation. List and describe the artists selected for these programs.

3. Describe the services you provide to and how you partner with the arts organizations in your county.

4. Describe the services you provide to individual artists in your county and your participation in and support of the Artist Support Grant program.

5. Describe the overall process your organization uses to subgrant Grassroots funds to other groups in your county. Include information on how you publicize the availability of funds, assistance to applicants, your application review system and the composition of your subgrant panel.

6. Describe the arts in education programs you conduct and fund that benefit children and youth in your community.

7. Describe how your organization engages the multicultural populations in your county. Include outreach or artistic programs you conduct and fund that are racially and culturally diverse.

Organizational Strength

8. State the names, titles, and responsibilities of key staff members. Provide salary ranges and benefits for staff positions. Describe the system for evaluating staff.

9. Describe your board of directors and its key responsibilities. Describe your board rotation policy and how new members are recruited and trained.

10. Briefly describe the facilities in which your organization conducts its primary operations. Indicate whether you own, lease or occupy donated space.

11. Describe your organization's fundraising strategies. Include information on annual fundraising events, and specify the percentage of annual revenue these activities contribute to your operating budget.

12. Describe your organization's marketing strategies. Include information on how you use your website and social media in promotion. Provide statistics on website usage, Facebook, and any online projects or campaigns you have initiated. Explain how you evaluate the success of your online efforts.

13. Describe your organization's financial condition. Include information about any debt, deficits, endowment, and surpluses or cash reserves. Describe how your organization exercises effective fiscal control and accountability.

14. Describe how your organization advocates for public funding for the arts.

15. Describe your organization's planning process. Briefly summarize key goals and objectives of your current long-range plan.

Support Materials

Applicants have the option to submit support materials to strengthen their grant proposal. The only support material required of DCP applicants is a board of directors list. Support materials may be uploaded to provide context to new initiatives or provide key evidence that builds a case for a strong application. Here are a few examples of support materials to consider:

- Current strategic plan
- Bios and resumes of key staff and partners for a new project
- Sample brochures or marketing materials of new initiatives
- Reviews or credentials of artists

Work Samples

Work samples are a REQUIREMENT of the Grassroots application. Work Samples convey the artistic quality of two or three artists that will be part of your programs planned for this grant period. For visual artists, submit 3 to 5 images using the tools in GO-SMART. These images must be of work by artists who will receive Grassroots funds and be featured in your gallery or other arts programming in the upcoming fiscal year. **Do NOT send pictures of past events, festivals, fundraisers or your facility.** For audio samples, submit up to 5 digital files. For video samples of performing artists, you may submit a short video clip in GO-SMART or you may supply us with the link, for example, YouTube, to a performance using the Web Link Collection form.

The following information is requested of DCPs required to submit an update application:

1. Describe any significant changes in your organization (i.e. changes in staff, facilities financial condition, and organizational structure) that have occurred since your last application.

2. Provide a brief description of the programs you will conduct with your 2019-2020 grassroots funds.

3. Provide your organizational finances. Does your organization have an accumulated deficit totaling 5 percent or more of your last year's operating budget, or are you showing a shortfall for the last, current, or upcoming year?

4. What is the accumulated deficit?

5. Briefly describe how the organization is addressing the accumulated deficit or current or projected shortfalls.

6. Provide an Audience Overview

7. Provide Board Demographics and current list of Board of Directors

How Grassroots Grants Applications Are Reviewed and Evaluated

North Carolina Arts Council staff performs a preliminary review of each Grassroots grant application to check for completeness and compliance. Arts Council staff troubleshoots potential problems directly with DCPs to ensure that each application is complete prior to the grants panel meeting.

Applications are then formally reviewed and evaluated by a geographically and racially diverse grants panel comprised of arts and cultural specialists (peer leaders of arts organizations) and N.C. Arts Council board members. Each application is evaluated within groups of applicants with comparable budget size. Work samples are reviewed for each applicant and used for context to evaluate quality programming.

The panelists rate the application using the following criteria:

- Provide support for quality programming in the performing, visual, literary and traditional arts. Programming choices are responsive to community needs and demonstrate improvement and innovation. Programming choices also engage constituents across geographic, cultural, social and economic strata.
- Foster collaborative relationships with and provide services and support for county arts organizations and arts resources.
- Support individual artists in the county through services and opportunities including appropriately compensating artists for services. Promote and participate in the Artist Support Grant program.
- Conduct or support arts in education programs led by qualified artists for pre-K–12 students. DCP shows commitment to comprehensive arts education opportunities for county's youth.
- Demonstrate a commitment to racial and cultural equity in programming, board representation, governance and administrative practices.
- Demonstrate stability and fiscal responsibility through effective board and staff leadership, sound administrative practices and strategic planning. If staffed, arts councils must provide appropriate salaries and benefits.
- Track economic impact and actively participates in county tourism and economic development efforts.
- Maintain a history of managing the Grassroots grant responsibly and according to requirements, including meeting the deadlines for applications, fulfilling the subgranting and multicultural requirements and completing final reports.

The applicant organization's overall score determines whether or not it is re-authorized as a DCP. If an application receives a low rating, the DCP will be put on probation. N.C. Arts Council staff will provide technical assistance and work with the DCP in addressing concerns of the panel. The following year, the DCP must submit a full application, and if the application still receives a low rating, the applicant's status as a DCP may be revoked. Authorization letters are mailed to DCP partners in August.

Final Reports

Designated County Partners are required to submit a final report at the end of each fiscal year documenting how Grassroots Arts Program money has been spent. The final report must be submitted online and by mail by July 31st. Grassroots partners are required to report on how money was spent for the year in administration, programming and subgrants and how racial and cultural diversity requirements were met. Participation statistics for all programs, including those of subgrantees, are required as part of the final report.

The Final Report Requires:

- A description of how Grassroots funds were used for DCP's administration and programs, and how Grassroots funds benefited the DCP and its county.
- A budget report on Grassroots spent on the DCP's administration and programs.
- A description of how Grassroots funds were spent to meet the racial and cultural diversity requirement for the county and the amount of funding spent on multicultural programs.
- Participation statistics for DCP and Subgrantee programs.
- Information from subgrantee applications and final reports are collected online. This includes brief descriptions of subgrantee's projects, amount of funding, and project participation demographics and statistics.
- Examples of materials used for project or program publicity and other printed materials using the North Carolina Arts Council credit line and logo, including those from subgrantees.
- Copies of letters or e-mails sent to thank legislators for their support of the Grassroots Arts Program.
- Two original signatures certifying that the information included in the final report is accurate.

Legislative Letters

DCP organizations are required to write their state legislative representatives a thank you letter for appropriating Grassroots funds. The letter should provide information about how Grassroots funds were used to support the DCP's program or project, and the community impact of the event. A copy of all letters to legislators must be included in the final report. In addition, DCPs should include the legislative letters of their subgrantees (if required by the DCP) in their final reports.

III. Administering Grassroots Funds

Approved Uses of Grassroots Arts Funds

The three, primary uses of Grassroots funds are to:

1. Provide Operating Support to Designated County Partners.

A Designated County Partner may use up to 50 percent of its Grassroots grant funds for general operating support. These funds may be used to support administrative costs associated with the organization's operations including salaries, benefits, space rental, equipment rental, contract personnel fees, utilities, insurance, telephone, postage, office supplies and marketing fees.

2. Provide Program or Operating Support through Subgrants to Arts Organizations that do not receive Operating Support from the North Carolina Arts Council.

DCPs located in counties with 50,000 or more residents are required to subgrant at least 50 percent of their Grassroots allocation to other organizations in their counties to conduct arts programs.

DCPs located in counties with fewer than 50,000 residents must use 50 percent of their funds for arts programs that they conduct OR for subgrants to other organizations for arts programs utilizing qualified artists. In either case, DCPs are expected to provide support to qualified arts organizations in their counties that consistently present quality arts programs and **that are not already receiving operating support** from the N.C. Arts Council. For complete information on subgranting, visit section IV (*page 22).*

3. Support quality arts programs that reach and impact a broad cross-section of the county's citizens and youth.

Grassroots funds may be used to support quality arts programs that a DCP conducts in its county or for local programs funded through subgrants to other arts organizations. In most cases, qualified artists are required for projects that receive Grassroots funding.

Examples of arts programs that are commonly funded with Grassroots funds include:

- Performances
- Festivals
- Art Exhibitions
- Arts camps and after-school programs
- Artist Residencies for schools
- Artist fees for classes and workshops
- Website development
- Research
- Marketing expenses for Art Walks and Studio Tours
- Royalties, props, sets, and costumes for theatre performances
- Equipment rental

Racial and Cultural Diversity

To ensure that Grassroots arts programs reflect the racial and ethnic diversity of our state, each DCP is required to spend a percentage of its annual county allotment on programming that reflects African American, Asian American, Latino and Native American cultures. This requirement is met through supporting arts programming conducted by artists, ensembles, or organizations of color. It is not reached by counting or estimating the percentage of audience members or participants of color.

The minimum amount the DCP must spend on multicultural programming is provided on an allocation chart by county and is available for download at http://ncarts.org/resources/local-council-resources

The requirement can be met in four ways:

1. The DCP can hire artists or ensembles of color* to conduct arts programs.
2. The DCP can award subgrants to African American, Asian American, Latino, or Native American organizations. The organization does not have to be an arts organization, but the funds must be used for arts programming.
3. The DCP can award subgrants to other organizations to hire artists or ensembles of color* to conduct arts programs.

4. The DCP may award subgrants to African American, Asian American, Latino, or Native American arts groups to hire an organizational consultant to provide technical assistance and capacity building for the organization. This option must be pre-approved by the Arts in Communities Director, and the organization receiving Grassroots funds for technical assistance must formally commit to the scope of work with the consultant. In addition, the organization must be provided with a choice of professional consultants to conduct the work.

*The majority of ensemble artists must be African American, Asian American, Latino, and/or Native American.

Additional Funding Policies for Grassroots Funds

1. Tribal organizations that receive Grassroots funds must represent state or federally recognized tribes. North Carolina's state-recognized tribes include Coharie Tribe, Eastern Band of Cherokee, Haliwa-Saponi Tribe, Lumbee Tribe, Meherrin Tribe, and Occaneechi Band of Saponi Nation, Sappony Tribes, and the Waccamaw Siouan Tribe. An approved list of tribes can be found at: http://ncadmin.nc.gov/about-doa/divisions/commission-of-indian-affairs

2. Colleges, universities and libraries may receive grants for arts programs that are community-based or generate regional arts involvement. Grants may not support their internal programs, administration or operating expenses (i.e. library books, band activities, equipment purchases).

3. Grassroots funds may not be awarded to individuals.

4. Grassroots funds may not be used for art supplies or equipment purchase.

5. Grassroots funds may be used for student transportation to regional arts exhibits and programs on a limited basis. Prior approval from the Arts in Communities Director is required, and documentation of the expense must be included in the organization's final report.

6. Subgrants may not be awarded for prizes, competitions, scholarships, tuition or financial awards.

7. Religious organizations or churches may not receive Grassroots funds unless the programs are presented outside regular church services, engage the larger community and do not contain religious content.

8. Grassroots funds may not be used for activities associated with a school's internal arts programs, such as in-school student performances, the purchase of art supplies, or student arts competitions and publications.

9. Municipalities (city/county government) and community organizations may receive grants for arts programs that use qualified artists to conduct programs that involve the greater community. Grants may not support internal programs, administration or operating expenses.

10. Because the N.C. Symphony is a state agency and receives state funds, including funds specifically for its touring and education programs, no Grassroots funds may be granted to the N. C. Symphony, the N.C. Symphony Foundation or to pay for performances or education programs of the N.C. Symphony.

Grassroots Arts Program money may <u>not</u> be used for the following kinds of expenditures:

- Art, music, and dance therapists*
- Artifacts
- Purchase artwork
- Capital expenditures**
- 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

**Art, Music and Dance Therapists: Art, music and dance therapists conducting a therapeutic program cannot be funded. However, qualified artists conducting an arts program in a health care setting may be supported with Grassroots funds.*

***Capital Expenditures: Capital expenditures include expenses for purchase of buildings or real estate, renovations or improvements involving structural changes, payments for roads, driveways or parking lots, or permanent and generally immobile equipment such as grid systems or central air conditioning. Capital expenditures include acquisitions, which are expenses for additions to a collection of art.*

****Oral History and History Projects: Oral history and history projects are not eligible for Grassroots funds. However, folklife documentation of traditional arts including the creation of interviews, photography, videography and other documentary media is eligible for support through the Grassroots Arts Program.*

Logo Use and Credit Line

The North Carolina Arts Council logo must be prominently displayed on-site and in all publicity and printed materials. You are welcome to display the NEA logo at any time, but if the source of funds on your grant says “federal funds,” you **must** display the NEA logo.

Credit Line

Printed material and publicity regarding North Carolina Arts Council grants, funded activities, and/or partnerships must contain the following language **with** the appropriate logo(s):

For those who receive State funding only:

This project was supported by the North Carolina Arts Council, a division of the Department of Natural and Cultural Resources.

Example:

North Carolina Arts Council
Fifty years of leadership

This project was supported by the North Carolina Arts Council, a division of the Department of Natural and Cultural Resources.

For those who receive State and Federal funding:

This project was supported by the North Carolina Arts Council, a division of the Department of Natural and Cultural Resources, with funding from the National Endowment for the Arts.

Example:

This project was supported by the North Carolina Arts Council, a division of the Department of Natural and Cultural Resources, with funding from the National Endowment for the Arts.

Donor Recognition

If your organization lists donor participation in printed materials or on your website, you must list the N.C. Arts Council in the appropriate category (i.e. Benefactors $25,000 – $49,000, Directors $10,000 – $24,999, Sponsors $5,000 – $9,999, etc.). For radio, television and non-written announcements, please use the credit line language above.

In written communication, North Carolina Arts Council should always be written out on first reference. The use of NCAC is internal nomenclature for the arts industry so please do not use this on materials for the public. We prefer: North Carolina Arts Council or N.C. Arts Council on second reference.

Reproducing the Arts Council Logo

Grantees may download a print quality logo from the N.C. Arts Council's website at http://ncarts.org/resources/grants/logo-use. Do not reproduce the logo from faxed or photocopied images. The logo must be reproduced as a unit without alteration. The logo may be no smaller than 1″ wide. The circle with the word "ARTS" must be a least the size of a nickel, although the size of a quarter is preferable. Please see the Visual Guide. The NEA logo can be downloaded from https://www.arts.gov/grants/manage-your-award/nea-logo.

We encourage you to place the N.C. Arts Council logo on your website and in your e-newsletters and link it to http://www.ncarts.org.

Web and Social Media USAGE:

Please makes sure that digital versions of the North Carolina Arts Council logo link to our primary website www.NCArts.org. Join our social media network and tag NCArts.

Facebook: https://www.facebook.com/ncarts

Twitter: https://twitter.com/ncartscouncil

Instagram: https://www.instagram.com/ncartscouncil/

YouTube: https://www.youtube.com/user/NCArts

Approved Boilerplate

If you have additional room in your playbill or publication to promote the North Carolina Arts Council beyond the credit line, please use the approved language below with our logo:

The North Carolina Arts Council builds on our state's longstanding love of the arts, leading the way to a more vibrant future. The Arts Council is an economic catalyst, fueling a thriving nonprofit creative sector that generates $2.12 billion in direct economic activity. The Arts Council is also a cultural pathfinder, sustaining diverse arts expression and traditions and investing in new innovative approaches to art-making. The North Carolina Arts Council has also proven to be a champion for youth by cultivating tomorrow's creative citizens through arts education. www.NCArts.org

Questions about Logo Use?

North Carolina Arts Council Director of Marketing at (919) 814-6530.

IV. A Step by Step Guide to Subgranting

Grassroots Arts Program Subgrant System Overview

DCPs with county populations of 50,000 or more are required to subgrant at least 50 percent of their allocations to other organizations in their county to conduct arts programs. If the DCP is not required to subgrant, but chooses to, these same guidelines must be followed.

Eligibility for Subgrants

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 receive Grassroots Arts Program subgrants. DCPs may also require unincorporated nonprofits to have a fiscal agent to receive the funds on their behalf.

Priorities for Funding

The **first priority** for awarding subgrants is to provide program or operating support to qualified arts organizations (where they exist) including theaters, symphonies, galleries, art guilds, choral societies, dance companies, folk arts societies, writer's groups and arts festivals, among others. Grassroots funds are not generally awarded to arts organizations that receive funding through the N.C. Arts Council's State Arts Resources. Organizations (State Arts Resources, Outreach-Sustaining, and Statewide Services) that receive general operating support directly from the N.C. Arts Council must get written approval from N.C. Arts Council staff before applying for Grassroots funds.

The **second priority** for subgranting Grassroots funds is to support arts learning and arts in education programs conducted by qualified artists. These can be artist residencies in the schools, afterschool or summer camps or adult arts learning classes. Grassroots funds may notbe used for activities associated with a school's internal arts programs such as in-school student performances, the purchase of art supplies, or student arts competitions and publications.

The **third priority** includes grants made to other community organizations that provide quality art experiences for the greater community. These programs must be conducted by qualified artists.

Matching the Grassroots Grant

The N.C. Arts Council staff has prepared this guide and the **Subgranting Toolkit** to help DCPs with subgranting their Grassroots arts funds.

Step 1: Establish a Timeline for the Subgrant Process

In establishing a timeline for the subgranting process, there are two annual deadlines stipulated by the N.C. Arts Council that DCPs must meet:

- Final reports from DCPs are due to the N.C. Arts Council by July 31.
- DCPs must complete their subgrants panel meetings by September 30.

In general, most DCPs announce the availability of funds to their communities in April or May and require that applications be submitted by June. A month-by-month timeline is available for review in the **Subgranting Toolkit** (page 28).

Step 2: Distribute Subgrant Guidelines and Application Form

DCPs should prepare a clear set of guidelines and criteria that will support applicants in preparing competitive subgrant applications. Guidelines should include all requirements for receiving and administering the grant (i.e. matching requirement, racial and cultural diversity requirement, gathering audience statistics and demographics, final report submission date, etc.). Post guidelines online and have printed copies available for constituents. An application and a sample of grant guidelines are included in the **Subgranting Toolkit** (page 30 & 34). DCPs may modify these documents to include additional requirements.

Step 3: Publicize the Availability of Funds

Publicize the availability of Grassroots funds to your community. Six weeks before the Grassroots subgrant application is due, prepare a news release explaining the Grassroots Arts Program and the availability of funds. Include information about assistance available for completing the grant application and the deadline for the application. Send information to past recipients, local newspapers, the county's database of artists and performing art organizations. Post the application on your website. Follow up with phone calls to media outlets and former

grant recipients. A sample press release (page 36) and letter to previous grant applicants (page 34) are included in the **Subgranting Toolkit**.

Step 4: Offer Assistance to Constituents

DCPs should provide training workshops and/or individual consultations to assist organizations in preparing their subgrant applications to the Grassroots Arts Program. A downloadable power point is available for arts councils to use in conducting subgranting workshops at http://ncarts.org/resources/local-council-resources.

Step 5: Recruiting and Preparing Subgrant Panel

Subgrant applications should be evaluated by a group of individuals knowledgeable about the county's arts organizations, local arts resources and arts needs. The panel must reflect the demographics of the community. Typically, the panel is composed of four to six members, with a board member of the granting DCP serving as chair of the panel. Other board members may serve on the panel, but the panel must also include arts professionals and other community members to ensure impartiality in decision making. Panel members' terms of service should be limited.

Panel members must be willing to review all applications prior to the evaluation meeting. A copy of all the applications should be sent to panel members at least two weeks prior to the evaluation meeting. An overview of the Subgrant Review Process, Responsibilities for Subgrant Panel Members and a Conflict of Interest Policy should be included in the package. Samples of all three documents are included in the **Subgranting Toolkit** (pages 41-45)

Step 6: Subgrant Panel Meeting Format

At the meeting, the chair should introduce each application, open the floor for discussion and ask the panel to evaluate each application based on the grant guidelines and the following criteria:

- Artistic quality of proposed project or programs
- Community impact of project or programs
- Ability to plan and implement project
- Stability and fiscal responsibility of the organization

The subgrant panel must also consider the geographic distribution of funds in the county and meeting the racial and cultural diversity requirement of its Grassroots grant when awarding subgrants. Relevant panel comments on the application's merits should be recorded in

writing. The notes provide feedback to develop more competitive proposals for future rounds of subgranting, and provide documentation in case the DCP's subgranting decision is challenged by an applicant.

Step 7: Rating System and Final Approval

The determination of grant awards should be based on an established rating system. A sample rating sheet is provided in the **Subgranting Toolkit** (page 46).

The subgrant panel's funding decisions should be presented as recommendations to the Designated County Partner's board of directors. The board of directors is required to vote and give final approval to the subgrant panel's funding recommendations.

Step 8: Subgrant Award Letter and Contract

When the Grants Panel decisions are finalized, the DCP needs to distribute an award letter, a contract with instructions (some DCPs combine the two in one document) and a No Overdue Tax Debts form to each subgrantee. The purpose of the award letter is to inform the subgrantee that it has received a subgrant and to refer to the subgrant requirements detailed in the contract. The No Overdue Tax Debts form is required by the state auditor's office. The form should be signed and returned to the DCP with the grant contract. This form can be found in the **Subgranting Toolkit** (page 54).

The grant contract spells out the terms of the award: the amount of the subgrant, matching and reporting requirements, for what purposes the money is to be spent, the period the in which the money must be spent, use of the N.C. Arts Council credit line and logo, and other specific requirements or stipulations that the DCP may want to add. The contract should be signed by both the subgrantee and a DCP representative before money is transferred.

Any subsequent changes to the agreement should be in writing. If a subgrantee has been awarded an amount less than it requested, the DCP may require its subgrantees to submit a revised project budget to assure that the project can still be implemented. A sample Award Letter and Contract with Instructions are included in the **Subgranting Toolkit** (pages 48-53).

Step 9: Rejecting Applications

A letter should be sent to all applicants that did not receive funding. The letter may contain information about the number of applications that were submitted for a total amount requested and how many applications were approved with the total amount of funding awarded.

Organizations with poor applications may need more detailed feedback on how to improve proposals. DCPs may refer to the grants panel's notes on how to improve their application. A sample subgrant rejection letter can be found in the **Subgranting Toolkit** (page 55).

Application Appeal Policy *(recommended, not required)*

An applicant may appeal a subgrant panel decision within 30 days of formal notification of the final grant award or application rejection. Applicants must submit an appeal in writing to the executive director of the DCP and outline specific reasons or procedural violations that would merit the application being reviewed again. Note that differing opinions on a program's artistic content or program merit will not be reviewed. Appeals will be reviewed by the DCP's board of directors, which will recommend a course of action to the executive director.

Step 10: Monitoring Subgrantees

The DCP is responsible for monitoring its subgrantees' funded projects throughout the grant cycle, and verifying the projects are proceeding on schedule. Each subgrantee must provide project information to the DCP after the project. As included in the suggested timeline, a DCP should receive final reports from its subgrantees in by the end of May or early June. This gives the DCP some time to prepare its own final report, which includes information on subgrantees, by July 31 each year.

Step 11: Reporting Requirements

Subgrantees are required to submit final reports providing detailed descriptions of the funded projects, participation statistics and demographics, sample marketing and program materials using the North Carolina Arts Council credit line and logo and copies of their legislative letters (if required by the DCP). DCPs are encouraged to send subgrantees a reminder when their final reports are due (June 30). The Subgrant Report form can be downloaded from the N.C. Arts Council website, http://ncarts.org/resources/local-council-resources.

DCPs must also compile information about their subgrantees in a subgrant database as part of their final report. Required information includes brief descriptions of subgrantee's projects, amount of funding and project participation statistics and demographics. A sample Subgrant Report form (pages 56) is included in the **Subgranting Toolkit**.

Legislative Letters

DCPs may require subgrantee organizations to write their state representatives to thank them for appropriating Grassroots funds. If required, the letter should provide information about how Grassroots funds were used to support programs or projects, and the community impactof the event. A copy of all letters to legislators must be included in the subgrantee's final report.DCPs may want to provide their subgrantees with contact information for their state legislators,or an example of a well-crafted letter. A sample Letter to a Legislator is included in the **Subgranting Toolkit** (page 59).

Reporting Violations

A DCP may impose penalties for poor subgrantee reporting practices. No subgrantee should be awarded Grassroots funds for a fiscal year unless the DCP has received a complete final report for the previous year. A late report or an incomplete or inaccurate report for one fiscal year is grounds for delayed payment of a subgrant in the following year. For organizations with a record of reporting violations, the DCP may adopt a policy denying such a group Grassroots funding.

V. Subgranting Toolkit

How to Use the Toolkit

The sample documents and forms included in this section refer specifically to the eleven steps outlined in Section IV of this Guidebook, "A Step By Step Guide to Subgranting."

These are sample documents that DCPs can use as templates for creating their own subgrant materials and tools.

Section	Sample Documents and Forms
Step 1	Recommended Timeline for Subgrant Process
Step 2	Subgrant Application Form Guidelines for Grassroots Arts Program Subgrants
Step 3	Press Release Letter to Previous Subgrant Applicants
Step 4	Subgrant Review Process Responsibilities of Subgrants Panel Members Conflict of Interest Policy
Steps 5 & 6	Subgrants Panel Rating Sheet
Step 7	Subgrant Award Letter Contract and Instructions No Overdue Tax Debts Form
Step 8	Subgrant Rejection Letter
Step 9	Subgrant Final Report Form Letter to Legislator

Recommended Timeline for Subgrant Process

February	Review and update subgrant guidelines for the next fiscal year Set application deadlines Circulate and post guidelines and application
March	Set subgrants panel meeting date Recruit subgrants panel
April	Distribute press releases announcing subgrants
	Announce workshop to help subgrantees in preparing applications
	Send reminder email or letter to all previous year subgrantees that final reports are due in May
	Announce workshop to help subgrantees in preparing applications
May	Deadline for current year subgrant recipients' final reports
June	Subgrant applications due
	Prepare materials for subgrants panel meeting
	Send material to subgrants panel two weeks in advance of scheduled meeting
July – August	Conduct panel meetings
September	Notify grant recipients of awards Send press release to local media announcing grant recipients
October – May	Monitor subgrantee programs to ensure implementation by proposed project deadlines.

Grassroots Arts Program
Subgrant Application Form

FY 2021-2022

Submit this report to your funding agency. ***It should not be submitted to the North Carolina Arts Council.***

I. Organization Information

Name of Organization _____

Contact Person's Name_____

Contact Person's Title _____

Mailing Address_____City_____

State: North Carolina Zip Code_____County_____

Work Phone (___)_____Fax Number (_) _____

E-mail Address _____

Website_____

Organization's EIN_____

Applicant Race_____

Please give a brief description of your organization, including mission, board and staff composition, current arts programs and services and number and kinds of people served. Public schools and other large governmental or community agencies should provide a description of their arts program only rather than the entire organization.

Organizational Finances:

Please attach complete income and expense statement (an audit may be substituted) for your last fiscal year and complete operating budgets for the current fiscal year and next fiscal year. Public schools and other large governmental or community agencies should attach arts program financial information only. Please copy the totals from these attachments in the spaces below.

Last Year Actual FY _____	Current Year FY _____	Next Year FY _____
Actual Income $ _____	Income $ _____	Projected Income $ ___
Actual Expenses $ _____	Expenses $ _____	Projected Expenses $ __

Grassroots Arts Program
Subgrant Application
Form FY 2020–2021

North Carolina Arts Council
Fifty years of leadership

II. Project Description

Grant Amount Requested: _____

Project Start Date:_____(No earlier than July 2021)

Project End Date:_____(No later than June 15, 2022)

Project Narrative:

Please attach a narrative providing the information requested below for the project you propose. Please be concise and specific as possible:

1. Project title or summary description

2. Project goals

3. Description of intended participants/audience, including estimated numbers and racial and cultural composition

4. Location where project will take place

5. Description of project activities

6. Description of the artists to be involved in the project, how and why they were chosen and, if appropriate, the rate of payment for their services (If you have not yet selected the artists, describe the kinds of artists you intend to involve and how you will select them.)

7. Description of how the project will be publicized and promoted to reach intended participants

8. Description of how you will evaluate the project

Grassroots Arts Program
Subgrant Application
Form FY 2021–2022

North Carolina Arts Council
Fifty years of leadership

Project Budget:

Please provide a projected budget for your proposed project utilizing the format below.

Project Expenses	Cash Expenses	=	Grant Amount Requested	+	Applicant Cash Match
A. Personnel					
1. Administrative Staff	_____		_____		_____
2. Artistic Staff	_____		_____		_____
3. Technical/Production Staff	_____		_____		_____
B. Outside Fees and Services					
1. Artistic Contracts	_____		_____		_____
2. Other Contracts	_____		_____		_____
_____					
C. Space Rental	_____		_____		_____
D. Travel	_____		_____		_____
E. Marketing	_____		_____		_____
F. Remaining Project Expenses	_____		_____		_____
G. Total Cash Expenses	_____	=	_____	+	_____

Project Income

A. Admissions	_____
B. Contracted Services Revenue	_____
C. Other Revenue	_____
D. Private Support	
1. Corporate Support	_____
2. Foundation Support	_____
3. Other Private Support	_____
E. Government Support	
1. Federal	_____
2. State/Regional	_____
3. Local	_____
F. Applicant Cash	_____
G. Grant Amount Requested in this application	_____
H. Total Cash Income (Must at least equal Total Cash Expenses, Item G above)	_____

Grassroots Arts Program
Subgrant Application
Form FY 2021–2022

Certification

We understand that failure to respond to any of the above items may adversely affect the consideration of this application. We certify that we are committed to the completion of the proposed project in compliance with legal requirements and granting procedures. We certify that the information contained in this application, including attachments and supporting materials, is true and correct to the best of our knowledge.

Name and Position of Authorizing Official _____

Signature of Authorizing Official_____Date _____

Signature of Contact Person_____Date _____

Guidelines for Grassroots Arts Program Subgrants

Since 1977, the N.C. Arts Council's Grassroots Arts Program 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 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 due date.
- All projects must take place between July 1, 2021 and June 15, 2022.
- Grant amounts range from $500 and up.

What the Grassroots Arts Program Funds

Grassroots Arts Program funds may be used for expenditures to conduct quality arts programs or operate an arts organization. Typical uses of Grassroots money include:

- Program expenses such as professional artists' fees and travel, space rental, advertising, marketing and publicity, Web site and electronic media, scripts, costumes, sets, props, musicand equipment rental.

- Operating expenses for qualified arts organizations not already receiving operating supportfrom the N.C. Arts Council. These can include salaries, telephone, office supplies, printing, postage, rent, utilities, insurance and equipment rental.

Priorities for Funding

The first priority of the Grassroots Arts subgrant program is to provide operating or program support to qualified arts organizations not already receiving or 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.

The second priority of the Grassroots Arts subgrant program is to support arts learning and arts in education programs conducted by qualified artists. These can be artist residencies in schools, afterschool or summer camps or adult arts learning classes.

The third priority of Grassroots Arts subgrants is to community, civic and municipal organizations. These programs must be conducted by qualified artists.

Funding Policies

- Tribal organizations that receive Grassroots funds must represent state or federally recognized tribes.

- Colleges, universities and libraries may receive grants for arts programs that are community-based or generate regional arts involvement. Grants may not support their internal programs, administration or operation expenses (library books, band boosters, equipment purchases).

- Grassroots funds 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.

- Religious organizations or churches may not receive Grassroots funds unless the programs are presented outside regular church services, engage the larger community and do not contain religious content.

- Grassroots funds may not be used for activities associated with a school's internal arts programs such as in-school student performances, the purchase of art supplies, or student arts competitions and publications.

- Municipalities (city/county governments) may receive grants for arts programs which use qualified artists to conduct programs that involve the greater community. Grants may not support internal programs, administration or operating expenses.

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

- Art, music, and dance therapists
- Artifacts
- Purchase artwork
- Purchase equipment or art 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

Grassroots Arts Program Subgrant Requirements

Matching Requirement

All subgrantees must match their grant amounts dollar for dollar. The funds 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 event or projects by including the N.C. Arts Council's logo, and funding credit line in all print and promotional materials related to the grant. The N.C. Arts Council's website offers information and downloadable logos at http://www.ncarts.org/Grants/Logo-Use

Reporting Requirements

Each subgrantee is required to submit a final report providing a detailed description of the funded project, participation statistics and demographics, sample marketing and program materials using the N.C. Arts Council credit line and logo, and copies of their legislative letters. The Subgrant Report form can be downloaded from the N.C. Arts Council Web site at: http://www.ncarts.org/resources/local-council-resources. Look for **FY 2019–2020 final report for Grassroots Subgrantees.** Subgrant Report Forms should be submitted to the funding agency by June 30th.

Legislative Letters

Applicants may be required to write their state representatives to thank them for appropriating Grassroots funds. If required, the letter should provide information about how Grassroots funds were used to support your program or project, and the community impact of the event. A copy of all letters to legislators must be included in the final report materials.

How Subgrant Applications Are Evaluated

Subgrant applications are reviewed by a diverse panel of community members including artists, county and public officials and arts council board members among others. The panel evaluates each application based on the subgrant guidelines and the following criteria:

- Artistic quality of proposed project or programs
- Community impact of project or programs
- Ability to plan and implement project
- Stability and fiscal responsibility of the organization

Panelists discuss and score the grant using an established rating system. The subgrant panel's funding decisions are then presented as recommendations to the Arts Council board of directors. The board of directors votes and gives final approval to the subgrant panel's recommendations.

Questions and Assistance

If applicants have questions or need assistance, please contact (name, phone number, e-mail).
Note: Include date, time and location of Grassroots Grant Workshop if you are hosting one.

PRESS RELEASE

FOR IMMEDIATE RELEASE: Date – *Recommend that release go out in April*

MEDIA CONTACT: Contact Name
Contact phone number and email address

HEADLINE: (DCP Name) ACCEPTING SUBGRANT APPLICATIONS

(DCP Name) is now accepting applications for North Carolina Arts Council Grassroots Arts Program subgrants through (application deadline here).

Since 1977, the North Carolina Arts Council's Grassroots Arts Program has provided North Carolina citizens access to quality arts experiences. Using a per capita based formula, the program provides funding for the arts in all 100 counties of the state through partnerships with local arts councils.

(DCP Name) serves as the North Carolina Arts Council's partner in awarding subgrants to local organizations for arts programs in (County Name) County.

Applications are available for non-profit organizations whose purpose is to promote and develop diverse cultural arts programming in (County Name) county. Funding priority is given to qualified arts organizations (theaters, galleries, choral societies, festivals), arts in education programs conducted by qualified artists, and other community organizations that provide arts programs in the county. Grassroots funds are not generally awarded to arts organizations that receive funding through the N.C. Arts Council's State Arts Resources. Projects must occur between July 1, (year) – June 15, (year).

Application forms and grant guidelines are available on the (DCP Name) website at (website address) or may be picked up at the (DCP Name) office Monday – Friday between (business hours). (DCP Name) will also mail applications and guidelines upon request. Applications must be received no later than (application deadline date).

(DCP Name) is also hosting a Grassroots Arts Program Grant Workshop to assist interested applicants in preparing competitive grants on (date) at (time). New applicants are strongly encouraged to attend. Grant applications are evaluated by a diverse panel of community members and voted on by (DCP Name) Board of Directors. Awards are announced in (month) each year.

For questions or more information, contact (DCP Name) at (telephone number) or email (email address).

# # #

SAMPLE

LETTER TO PREVIOUS SUBGRANT APPLICANTS

Date (Recommended letter go out in April)

Name
Address
Address
City, North Carolina Zip

Dear Name:

(DCP Name) is now accepting applications for arts programs in (fiscal year) in (County Name) County. Enclosed you will find grant guidelines and an application for the North Carolina Arts Council's Grassroots Arts Program. The deadline for submitting your grant is (application deadline date and time).

(DCP Name) is pleased to work with your organization as you develop programs, projects or services to promote the cultural arts in (County Name) county. While you may have received funding in the past and are aware of the application process, (DCP Name) is hosting a Grassroots Arts Program Grant Workshop to assist interested applicants in preparing competitive grants on (date) at (time). Even if your organization has received a grant in the past, attending this workshop may be helpful as the guidelines change annually.

We look forward to reviewing your application. You may mail your application to (DCP Name) at (mailing address), or deliver to our offices during regular business hours (business hours). Please make sure that we receive your application by the deadline on (deadline date and time).

If you have any questions, please feel free to contact (contact name, phone number and email).

Good luck on your applications!

Sincerely,

President/Executive Director
DCP Name

SAMPLE

SUBGRANT REVIEW PROCESS

For Subgrants Panel Members

Thank you for agreeing to serve as a subgrants panel member. To help you understand the subgrant review process and your responsibilities as a grants panel member, (DCP Name) has assembled this package to help you serve effectively. The contents of this notebook include:

- Responsibilities of Subgrants Panel Members
- Conflict of Interest Policy
- Guidelines for Grassroots Arts Program Subgrants
- Copies of all grant applications
- Comparative financial information on Grassroots funds distributed in last fiscal year
- Rating Sheet to evaluate grants

Subgrant Process Overview

The subgranting process consists of five steps:

Step 1: Reading Subgrant Review Process, Responsibilities of Subgrants Panel Members and Conflict of Interest Policy

Step 2: Reviewing grant applications and writing comments prior to the panel meeting

Step 3: Panel discussion and evaluation of each application

Step 4: Ranking the applications

Step 5: Recommending funding levels

The first two steps panel members must complete before the formal application review meeting on (date and time of grants panel meeting) at (location). The remaining steps the panel will complete as a group. Please review the steps below and, as always, feel free to contact (contact name, phone number and email) with questions.

SAMPLE

Step 1: Reading Subgrant Review Process, Responsibilities of Subgrants Panel Members and Conflict of Interest Policy

Before the panel meeting, please familiarize yourself with the subgrant process as outlined in this document. Please also review the Responsibilities of Subgrants Panel Members to completely understand your role as a subgrant panel member. Read and sign the Conflict of Interest Policy. (DCP Name) will collect the Conflict of Interest Policy at the panel meeting. Finally, remember to bring your notebook to the panel meeting!

Step 2: Reviewing grant applications and writing comments

Before the panel meeting, each panel member should thoroughly read the grant applications, and review the Guidelines for Grassroots Arts Program Subgrants, and the evaluation criteria (listed below). Consider the guidelines and criteria as you make notes or write comments about your general reactions to the applications, the application's strengths, or specific questions or concerns. Your written comments will be useful during the panel discussion of the grants.

Step 3: Panel discussion and evaluation of each application

Each grant application will be discussed among panel members at the subgrants panel meeting. Each panel member will have the opportunity to share thoughts, and written comments on the applications. The application's strengths and weaknesses will be discussed relative to the subgrant guidelines and the following criteria:

- Artistic quality of proposed project or programs
- Community impact of project or programs
- Ability to plan and implement project
- Stability and fiscal responsibility of the organization

A representative of (DCP Name) will record the comments of the subgrants panel, and those comments and concerns may be shared with the applicants following the grant decisions.

Step 4: Ranking the applications

The ranking process utilizes a scale of 1–5. A score of 3.0 indicates a fundable application. Your ranking should reflect how well the application addresses the review criteria, as well as the overall quality of the application. Remember that this is a competitive process, and applications should be scored accordingly. The 1–5 point scale is roughly equivalent to the following:

5 Outstanding

4 Very Good

3 Good

2 Fair

1 Poor

Following panel's discussion of a grant application, panel members will be asked to rank each of the applications, assigning a score of 1–5 to the evaluation criteria. Applications that receive an overall score of 2.9 or less are not fundable.

SAMPLE

Step 5: Recommending funding levels

Following the ranking of each application, the grants panel will then assign funding to each of the applications. In general, applications with the highest rankings receive the highest funding, and those with lesser scores receive less funding. The subgranting panel's funding recommendation will be presented to the (DCP Name) board of directors which will vote on the panel's recommendations.

SAMPLE

RESPONSIBILITIES OF SUBGRANT PANEL MEMBERS

(DCP Name) uses advisory panels to review applications and award N. C. Arts Council Grassroots Arts funds to arts organization in our county. Responsibilities of grants panel members include:

- Invest time and energy in the subgrant review process
- Read and review all applications before attending the panel meeting
- Maintain the confidentiality of the process
- Make objective funding recommendations based on funding policies, grant guidelines and application evaluation criteria
- Make decisions that are not self-serving and are in the best interest of the people of the community

Through the panel review process each application receives a responsible and thoughtful evaluation. To ensure that the panels' work is conducted in a fair and equitable manner, the following procedures and policies will be followed:

1. Panelists will evaluate all applications with professional objectivity, setting aside loyalty or allegiance to a particular type of artist, artistic style or movement or other special interest.

2. Board and panel members or their immediate families may submit applications to the (DCP Name) on behalf of organizations with which they are affiliated. However, all negotiations and presentations to boards, panels and committees during meetings or on an individual basis outside of meetings in support of such applications must be carried on by personnel other than those serving on the subgrants panel.

3. During the panel meetings, panelists must declare any personal or professional affiliation with any of the applicants. A panelist shall abstain from discussion and voting and shall leave the room under the following conditions:

- When applications are presented from organizations that employ them or their immediate family members; or
- When applications are presented from organizations with which they or their immediate family are otherwise directly affiliated; or
- When applications are presented that are likely to affect them financially

4. Prior knowledge of an applicant's work is not considered a conflict of interest and, in fact, contributes positively to informed and responsible deliberations. However, while prior experience with an applicant's work may be brought into the discussion of that artist, panelists should focus their primary evaluation on the work samples submitted to the panel.

5. Notwithstanding any of the four preceding instructions, panelists are urged to excuse themselves from discussing any application whenever they feel unable to do so in a fair and objective manner

SAMPLE

CONFLICT OF INTEREST POLICY

The (DCP Name)'s Conflict of Interest Policy requires all board and panel members to file an annual statement listing organizations with which they are affiliated and which may apply for funding.

Please complete this form and return it to the (DCP Name) at the panel meeting.

* * * * *

I have a financial and/or policy-making interest in the following organizations:

_____

_____

_____

_____

Members of my immediate family have a financial and/or policy-making interest in the following organizations:

1. _____
2. _____
3. _____
4. _____
5. _____

Signature _____

Printed Name _____

Date _____

SAMPLE

SUBGRANT PANEL RATING SHEET

The rating sheet is designed rank each proposal based on the evaluation criteria. Please rank each applicant on a scale of 1–5.

5 – Outstanding 4 – Very Good 3 – Good 2 – Fair 1 – Poor

Organization Name	Artistic quality of proposed project or programs	Community impact of project or programs	Ability to plan and implement project	Stability and fiscal responsibility of the organization	Average (Add the numbers in the previous 4 blocks and divide by 4)
EXAMPLE: Art Guild Show	4	3	3	3	3.25

SAMPLE

SUBGRANT AWARD LETTER

Date

Applicant's Name
Address
Address
City, State Zip

Dear (applicant's name):

I am pleased to advise you that the (DCP Name) subgrants panel has approved a grant award of (dollar amount) to your organization to support your program this year. This grant is made possible by the North Carolina Arts Council's Grassroots Arts Grant Program.

The (DCP Name) received (number of applications) requests totaling (total amount of grant funding requested) from (County Name) organizations this year. It was a very competitive process, and we are pleased that your program was funding this year.

Please find in this award packet the following:

- **Grant Instructions and Contract:** Please read instructions thoroughly and keep them on file, along with a copy of your grant contract. One grant contract MUST be signed and returned to (DCP Name) before funds can be distributed.
- **No Overdue Tax Debts Form:** Non-government subgrantees must submit a No Overdue Tax Debts Form along with their grant contract. A copy is included in your grant package.
- **Final Report Form:** Each subgrant recipient must complete a final report at the completion of their project. Reports are due to the (DCP Name) by (deadline date – recommend May).

Thank you for coordinating a project and agreeing to comply with state guidelines in administering your subgrant. If I can assist you further, please contact me.

Regards,

Executive Director/Board President, DCP Name

SAMPLE

SUBGRANT CONTRACT

GRASSROOTS ARTS PROGRAM SUBGRANT CONTRACT (year)

THIS AGREEMENT, made by and between (DCP Name), (Your Designated County Partner) or (Your Provisional County Partner) and_____ (Grantee)

WITNESS THAT

WHEREAS, (DCP Name) with the aid of the North Carolina Arts Council, desires to award the grant described on the enclosed Grant Notice subject to the availability of funds from the North Carolina General Assembly.

NOW THEREFORE, by signing the Agreement the Grantee agrees to and will comply with the terms and conditions set forth below and in the enclosures to this contract.

The Grantee must match this grant according to the project budget shown in the application or any subsequent approved revision of that budget. Any revised budget must be attached to this contract and approved by the (DCP Name) before this contract is valid.

The Grant Notice with any stipulations, the instructions and the grantee requirements outlining administrative procedures, acknowledgement standards and compliance conditions are enclosed as a binding part of this contract. Acceptance of this award constitutes an obligation upon the Grantee to fulfill the terms of this contract and its enclosures.

IN WITNESS WHEREOF, (DCP Name) and the Grantee have executed this Agreement as of the date attested by (DCP Name) below.

_____

Signature of Subgrantee Authorizing Official Date Signed

_____

Typed or Printed Name and Title of Subgrantee Authorizing Official

_____

Signature of Subgrantee Contact Person Date Signed

_____

Typed Printed Name and Title of Subgrantee Contact Person

ATTEST _____

Executive Director, (DCP Name) Date Executed

SAMPLE

SUBGRANT INSTRUCTIONS

Please read the following information carefully and use it as a checklist in fulfilling your obligations for the Grassroots Arts Program subgrant. If you have questions about any of this material, contact (DCP contact person, telephone number and email address).

1. Sign and return grant contract and No Overdue Tax Debts Form

Please review your grant notice. If your grant was not funded at the level you requested, you may need to revise your project budget. Before you begin, note any stipulations contained in the grant notice. If you cannot implement your project at the reduced grant amount, please notify (DCP Name) immediately.

Please sign the Grant Contract and return one (1) copy along with the No Overdue Tax Debts form to (DCP Name) Arts Council at (address here). Please return these forms by (deadline date) for processing.

2. Make sure you have matching funds in place

All grantees are required to match grant amounts dollar for dollar. The funds must come from other public or private sources. One (DCP Name) or North Carolina Arts Council grant may not be used to match another. Matching funds may not come from another State or Federal grant.

3. Use the North Carolina Arts Council credit line and logo

The N. C. Arts Council is the steward of state and federal tax-supported public funds for the arts. In acknowledging the N.C. Arts Council's role in your event or project, you are recognizing the part that public funds play in promoting the arts. The N.C. Arts Council logo must be prominently displayed on-site and in all publicity and printed materials. You are welcome to display the NEA logo at any time, but if the source of funds on your grant says "federal funds," you **must** display the NEA logo.

SAMPLE

Logo Use and Credit Line

The North Carolina Arts Council logo must be prominently displayed on-site and in all publicity and printed materials. You are welcome to display the NEA logo at any time, but if the source of funds on your grant says "federal funds," you **must** display the NEA logo.

Credit Line

Printed material and publicity regarding North Carolina Arts Council grants, funded activities, and/or partnerships must contain the following language **with** the appropriate logo(s):

For those who receive State funding only:

This project was supported by the North Carolina Arts Council, a division of the Department of Natural and Cultural Resources.

Example:

This project was supported by the North Carolina Arts Council, a division of the Department of Natural and Cultural Resources.

For those who receive State and Federal funding:

This project was supported by the North Carolina Arts Council, a division of the Department of Natural and Cultural Resources, with funding from the National Endowment for the Arts.

Example:

This project was supported by the North Carolina Arts Council, a division of the Department of Natural and Cultural Resources, with funding from the National Endowment for the Arts.

Donor Recognition

If your organization lists donor participation in printed materials or on your website, you must list the N.C. Arts Council in the appropriate category (i.e. Benefactors $25,000 – $49,000, Directors $10,000 – $24,999, Sponsors $5,000 – $9,999, etc.). For radio, television and non-written announcements, please use the credit line language above.

In written communication, North Carolina Arts Council should always be written out on first reference. The use of NCAC is internal nomenclature for the arts industry so please do not use this on materials for the public. We prefer: North Carolina Arts Council or N.C. Arts Council on second reference.

Reproducing the Arts Council Logo

Grantees may download a print quality logo from the N.C. Arts Council's website at http://ncarts.org/resources/grants/logo-use. Do not reproduce the logo from faxed or photocopied images. The logo must be reproduced as a unit without alteration. The logo may be no smaller than 1″ wide. The circle with the word "ARTS" must be a least the size of a nickel, although the size of a quarter is preferable. Please see the Visual Guide. The NEA logo can be downloaded from https://www.arts.gov/grants/manage-your-award/nea-logo.

We encourage you to place the N.C. Arts Council logo on your website and in your e-newsletters and link it to http://www.ncarts.org.

Web and Social Media USAGE:

Please makes sure that digital versions of the North Carolina Arts Council logo link to our primary website www.NCArts.org. Join our social media network and tag NCArts.

Facebook: https://www.facebook.com/ncarts

Twitter: https://twitter.com/ncartscouncil

Instagram: https://www.instagram.com/ncartscouncil/

YouTube: https://www.youtube.com/user/NCArts

Approved Boilerplate

If you have additional room in your playbill or publication to promote the North Carolina Arts Council beyond the credit line, please use the approved language below with our logo:

The North Carolina Arts Council builds on our state's longstanding love of the arts, leading the way to a more vibrant future. The Arts Council is an economic catalyst, fueling a thriving nonprofit creative sector that generates $2.12 billion in direct economic activity. The Arts Council is also a cultural pathfinder, sustaining diverse arts expression and traditions and investing in new innovative approaches to art-making. The North Carolina Arts Council has also proven to be a champion for youth by cultivating tomorrow's creative citizens through arts education. www.NCArts.org

Questions about Logo Use?

North Carolina Arts Council Director of Marketing at (919) 814-6530.

4. Thank your Legislators

(DCP Name) requires all subgrantees to write their Legislators to thank them for appropriating funds for their grants and to inform them of the project activities and community impact. A copy of all letters to legislators must be attached to your final report. Refer to the Letter to Legislator as an example. We hope you will also invite Legislators to attend any performances, exhibitions, or other project-related activities.

5. Keep (DCP Name) staff informed

Please keep (DCP Name) staff informed about your project activities. Please invite them to attend any performances, exhibitions, or other grant-related activities. If your program or project changes significantly and you need to revise your project budget by more than 10-percent of the total, you must submit a written request in advance. Call (DCP Name) staff to discuss any revisions before submitting a written request.

Grantees must inform (DCP Name) no later than (date here) if you will not be able to spend all your grant funds. Refunds should be returned to (DCP Name) as soon as possible and no later than May 31, (year).

6. Submit your Final Reports by (deadline date)

At the end of the project period, all grantees are required to report on how grant funds were used. Please complete the enclosed Report Form, following all instructions carefully and return the form no later than (deadline date: recommended May).

Failure to complete your final report by the deadline renders the grantee ineligible to apply for the Grassroots Arts Program funds the next fiscal year.

SAMPLE

State Grant Certification – No Overdue Tax Debts [1]

Instructions: Grantee should complete this certification for all state funds received. Entity should enter appropriate data in the yellow highlighted areas. The completed and signed form should be provided to the state agency funding the grant to be attached to the contract for the grant funds. A copy of this form, along with the completed contract, should be kept by the funding agency and available for review by the Office of the State Budget and Management

[Date of Certification (mmddyyyy)]

To: State Agency Head and Chief Fiscal Officer

Certification:

We certify that the *[*insert organization's name*]* does not have any overdue tax debts, as defined by N.C.G.S. 105-243.1, at the federal, State, or local level. We further understand that any person who makes a false statement in violation of N.C.G.S. 143C-6-23(c) is guilty of a criminal offense punishable as provided by N.C.G.S. 143-34(b).

Sworn Statement:

[Name of Board Chair] and [Name of Second Authorizing Official] being duly sworn, say that we are The Board Chair and [Title of Second Authorizing Official], respectively, and [name of organization] Of [City], in the state of North Carolina; and that the foregoing certification is true, accurate and complete To the best of our knowledge and was made and subscribed by us. We also acknowledge and understand That any misuse of State Funds will be reported to the appropriate authorities for further action.

_____
Board Chair

_____
[Title of Second Authorizing Official]

Sworn to and subscribed before me on the day of the date of said certification.

_____ My Commission Expires: _____

(Notary Signature and Seal)

[1] G.S. 105-243.1 defines: "Overdue tax debt. – Any part of a tax debt that remains unpaid 90 days or more after the notice of final assessment was mailed to the taxpayer. The term does not include a tax debt, however, if the taxpayer entered into an installment agreement for the tax debt under G.S. 105-237 within 90 days after the notice of final assessment was mailed and has not failed to make any payments due under the installment agreement."

MS&NCD Form 0008
Eff. July 1, 2005
Revised July 18, 2006, 7/07, 9/08, 7/11

If there are any questions about this form, please contact the North Carolina Office of State Budget and Management at NCGrants@osbm.nc.gov or (919) 807-4795.

SUBGRANT REJECTION LETTER

Date

Applicant Name
Address
Address

Dear Applicant Name:

On behalf of the Board of Directors of (DCP Name), thank you for the submission of your Grassroots Arts Program grant application.

After careful review by the Grassroots Community Panel and the (DCP Name) Board of Directors, we regret to inform you that your request will not be funded. (DCP Name) considered all requests as important to the cultural life of the community, and we wish you continued success in your efforts. If you choose to apply next year, please feel free to contact our staff for assistance or questions with next year's application.

Please keep the (DCP Name) informed of your future projects and services and thank you again for your application.

Sincerely,

Executive Director/President
DCP Name

SAMPLE

Grassroots Arts Program
Subgrant Report Form
FY 2021–2022

Submit this report to your funding agency. ***It should not be submitted to the North Carolina Arts Council.***

I. Organization Information

Name of Organization _____

Contact Person's Name_____

Contact Person's Title _____

Mailing Address_____City_____

State: North Carolina Zip Code_____County_____

Work Phone (___)_____Fax Number (_) _____

E-mail Address _____

Website_____

Organization's EIN_____

Applicant Race_____

II. Project Data

Project Budget

1. **Grant amount** _____
2. **Matching funds** (Include any funds beyond the 1:1 match used to execute theproject) _____
3. **Total Project Budget** _____

Participation Statistics

1. Total **number** of participants and audience members _____
2. Specify the **number** of this count who are children and youth (Pre-K through secondary school students) _____
3. Specify the **number** of this count who are artists _____

Grassroots Arts Program
Subgrant Report Form
FY 2021– 2022

Submit this report to your funding agency. ***It should not be submitted to the North Carolina Arts Council.***

Project Demographics

1. Excluding artists, what percentage of project participants were: (**Should add to 100%)**

a. American Indian/Alaskan Native _____

b. Native Hawaiian/Pacific Islander _____

c. Black/African-American _____

d. Hispanic/Latino _____

e. White, not Hispanic _____

f. Asian _____

2. What percentage of artists in the funded project were: (**Should add to 100%)**

a. American Indian/Alaskan Native _____

b. Native Hawaiian/Pacific Islander_____

c. Black/African-American _____

d. Hispanic/Latino _____

e. White, not Hispanic _____

f. Asian _____

Arts Education

Did 50% or more of the project activities involve arts education; increasing knowledge and skills in the arts to grades Pre-K– 12? _____

Project Description Narrative

Please provide a brief description of the project funded: (limit 25 words)

Grassroots Arts Program
Subgrant Report Form
FY 2021–2022

Submit this report to your funding agency. ***It should not be submitted to the North Carolina Arts Council.***

III. Attachments

Publicity Materials (REQUIRED)

Attach any materials used for project publicity and any other printed materials using the North Carolina Arts Council credit line and logo. Attach articles, reviews, and other materials documenting funded project.

Legislative Letters (OPTIONAL)

Copies of the letters or emails sent to legislators expressing appreciation of this grant.

List of Participating Artists and Arts Groups (OPTIONAL)

Attach a list that includes the names, addresses, and art forms of artists and arts organizations participating in your funded project. We use this information to invite them to be registered in our database.

SAMPLE LETTER TO LEGISLATOR

Date

The Honorable (First Name, Last Name)
Address
City, North Carolina, Zip

Dear Representative or Senator (Last Name):

The (DCP Name) is pleased to have served as the Designated County Partner for the North Carolina Arts Council's Grassroots Arts Program funds this year. We wanted to convey our sincere thanks for your continued support of this allocation of funds for arts programming in our (County Name).

This year, with Grassroots support, (DCP Name) funded (insert number) of arts organizations and (insert number) of school and community groups, attracting more than (insert total number) of participants for the year.

From a [insert examples of programs funded, such as a concert series at the community college to a school residency for fourth graders at (School name) with local artist (Artist Name)], Grassroots projects provided students in (County Name) with arts learning experiences that sparked creativity and imagination and contributed to our local economy because we hired professional artists and arts groups.

Finally, we'd like to share that for every state dollar invested in the North Carolina Arts Council's grants program, an additional $20 is leveraged in matching funds from private, local government and other sources

On behalf of the board of directors and our staff, thank you again for enriching the lives of our students and citizens. Enclosed is a list of our programs for your review. We hope you will join us at an upcoming event. Please do not hesitate to call me at (phone number) or at (email address).

Sincerely,

Executive Director/Board President
DCP Name

SAMPLE