

PHILADELPHIA CULTURAL FUND

2018 Art & Culture Grant Program

Eligibility & Guidelines

DEADLINE: Saturday, September 30, 2017 at 5:00 PM

About the Philadelphia Cultural Fund and the Art & Culture Grant Program

The Philadelphia Cultural Fund (PCF) was established in 1991 when Philadelphia's Mayor and City Council authorized the creation of a non-profit 501 (c) (3) corporation whose mission was to provide funds to enhance the cultural life and vitality of the City of Philadelphia and its residents. The Fund promotes arts and culture as engines of social, educational and economic development in the Philadelphia region. Grants are made from a City budget allocation to the Philadelphia Cultural Fund for operating support of Philadelphia-based arts and culture organizations dedicated to creating, preserving and/or exhibiting visual, literary and performing arts, architecture, science, history and the humanities. Grant amounts are determined through the use of a funding formula; applicants do not request a specific grant amount.

Among the overall goals of the Philadelphia Cultural Fund are:

- to provide general operating support funds to Philadelphia-based arts and cultural institutions and organizations
- to advocate for the value of the arts in daily life and their importance to the growth and future of the community
- to recognize the contributions of Philadelphia-based organizations, both emerging and established, that have a demonstrated track record of service, and the financial management and programming capacity to continue providing service
- to recognize and nurture artistic quality
- to encourage and increase opportunities for involvement and participation in arts and cultural activities by culturally diverse constituencies
- to preserve and protect the cultural heritage of Philadelphia and encourage a sense of pride and commitment in the city

Eligibility Requirements

An organization must:

1. Have its official place of business located in the City of Philadelphia as demonstrated by the address on latest 990 filing, Data Arts Funder Report, website, letterhead and printed public materials. The address of a staff, board member, or volunteer, unless the official address of the organization, or that of a fiscal sponsor, will not be accepted.

2. Be incorporated as a 501 (c) (3) non-profit in good standing *OR* has contracted with a fiscal sponsor that has been pre-approved by the Philadelphia Cultural Fund. Unincorporated organizations, such as LLCs, regardless of size, may apply using a fiscal sponsor if they can demonstrate that their organization has a mission dedicated to arts and culture and meets all other criteria.
3. Present at least 60% of its programming in the City of Philadelphia, thus demonstrating a commitment to provide arts and culture to the residents of the City of Philadelphia.
4. Have 60% of its current operating budget devoted to arts and culture. If an organization's budget does not meet this 60% threshold the organization may be eligible to apply for a 1-year Program Grant if they have a specific arts and culture program that meets the other eligibility requirements. Those organizations are asked to call the Philadelphia Cultural Fund office for clarification before applying.
5. Has an articulated mission that is dedicated to arts and culture. Non-arts and culture organizations that operate an arts and culture program may be eligible to apply for a 1-year Program Grant; organizations are urged to call the Cultural Fund staff for clarification before applying. Arts and culture is defined as creating, preserving and/or exhibiting visual, literary and performing arts, architecture, science, history and the humanities.
6. Have programs accessible to the public (provided for a charge or free). Example of ineligible programming: a private library collection of valuable documents not open to the public for study or research.
7. Have conducted public programming for at least one year.
8. Have a Governing body (board of directors) if a 501 (c) (3); or an Advisory group, such as an advisory council, or programming committee, if utilizing a fiscal sponsor.
9. Have non-discriminatory employment and personnel practices.
10. Have three or more people that share organizational responsibilities.
11. Have at least one person responsible for ensuring programmatic and fiscal accountability.
12. Have the capacity to carry out its intended programming goals through the support of staff, board, advisors and/or volunteers.
13. Have a plan or planning process that demonstrates how the organization will achieve its stated mission and vision.
14. Be in compliance with all applicable laws, rules and regulations including, without limitation, those of the IRS and the Commonwealth of PA.
15. Have audited financial statements that are completed within one year of filing the 990 tax return, if required (including 990-EZ). The Bureau of Charitable Organizations requires organizations that raise \$300,000 or more in contributed income to obtain a financial audit. (<http://www.dos.pa.gov/BusinessCharities/Charities/Resources/Pages/Information-for-Charitable-Organizations.aspx>)
16. Complete and submit a DataArts' CDP Funder Report for the Philadelphia Cultural Fund. All applicants are required to provide a current CDP Funder Report with their application. See *About the Required CDP Funder Report* below for specific requirements.

The following are not eligible for Philadelphia Cultural Fund grants:

- Individual artists
- Sole proprietorships or other groups that are neither a 501 (c)(3) corporation or operating under a pre-approved fiscal sponsor
- Religious institutions
- Agencies and departments of city, state and federal governments
- Elementary or secondary schools, public, charter or private

- Colleges and universities, with some exceptions (please speak to PCF staff before applying)
- Organizations that are a line item allocation in the City's 2018 General Operating Budget **OR** have received unrestricted monies, pledges or commitment of monies from any City department in excess of \$10,000, cumulatively, between October 1, 2016 and September 30, 2017.

Types of Grant Applications

Organizations will complete an online application that is tailored to their situation, as described below.

Organizations are:

- either an Established organization (have operated arts and culture programs for 5 or more years) **or** a New & Emerging organization (have operated art and culture programs for less than 5 years).
- either a 501 (c) (3) non-profit organization **or** are currently contracted with a fiscal sponsor that is pre-approved by the Philadelphia Cultural Fund. [See *How Do We Apply with a Fiscal Sponsor?* in Frequently Asked Questions below.]
- applying for either a General Operating Grant **or** Program Grant

Established organizations can apply for:

- General Operating Grant (3-yr)
 - Applicants that apply for a 2018 General Operating Grant are automatically considered for multi-year funding that, if awarded, provides an annual general operating grant for three years (2018, 2019, 2020), on the condition that the organization continues to meet the Philadelphia Cultural Fund's eligibility requirements, completes the annual Interim Report as required, and the Philadelphia Cultural Fund receives an allocation from the City. The grant amount will be newly calculated each year based on the score the organization received during the peer review process. Applications and site visits are not required of organizations in their interim years; an Interim Report is required.
 - Organizations may be awarded funding for one year rather than three years. In that case, the organization must reapply to be considered for future funding.

Established organizations may apply for a 2018 grant if they were **not** awarded a multi-year General Operating Grant in either 2016 (for 2016, 2017, and 2018) **or** in 2017 (for 2017, 2018, and 2019). If uncertain of your organization's status, please call the Philadelphia Cultural Fund staff at 267-419-7641.

- Program Grant (1-yr)
 - Organizations that do not have arts at the core of their mission but produce valuable arts programs can apply for a 1-year Program Grant. *For example, a hospital that has an exhibition program. Applications for a discreet arts and culture program within a larger non-arts focused organization will submit program budgets rather than organizational operating budgets.*
 - Organizations that work on a project-by-project basis can apply annually for a 1-year Program Grant. *Applications for project based work will submit program budgets rather than organizational operating budgets. The CDP Funder Report attached to the application must reflect the applicant organization's financials and activities.*

- Program Grantees must receive approval from the Philadelphia Cultural Fund **before** changes to the program or the program budget are implemented. The grant may be withdrawn or the amount adjusted.

New and Emerging organizations can apply for:

- General Operating Grant (1-yr)
 - Organizations that have been operating programs for less than 5 years. *Applications must include the operating budget and CDP Funder Report for the applicant organization.*
- Program Grant (1-yr)
 - Organizations that do not have arts at the core of their mission but operate a specific arts program. *For example, a hospital that has an exhibition program. Applications for a discreet arts and culture program within a larger non-arts focused organization will submit program budgets rather than organizational operating budgets.*
 - Organizations that work on a project-by-project basis. *Applications for project based work will submit project budgets rather than organizational operating budgets. The CDP Funder Report attached to the application must reflect the applicant organization's financials and activities.*
 - Program Grantees must receive approval from the Philadelphia Cultural Fund **before** changes to the program or the program budget are implemented. The grant may be withdrawn or the amount adjusted.

How to Apply

Accessing the Online Application

- All applications are completed and submitted online; no hard copies will be accepted. Applications can be worked on over time and saved after each session.
- Former Philadelphia Cultural Fund applicants will need to register their username and password prior to starting their 2018 application. Once registered, the user can just log in using those credentials for the duration of the time they are working on the 2018 application.
- Only one unique username is allowed per applying organization. To protect your information from being corrupted, only one person at a time should be logged in and working on the application.
- Established organizations [click here](#).
- New & Emerging organizations [click here](#).

Application Tools

It is recommended that you download the following PDFs and use them to guide you as you complete your application. These tools were created to reduce confusion during the application process and assist you in communicating the achievements and challenges of your organization.

1. [Application Tips](#) (PDF)
2. Criteria Rubric (PDF)
 - a. [Established Organizations applying for General Operating Grant](#) (multi-year)
 - b. [Established Organizations applying for Program Grant](#) (annual)
 - c. [New & Emerging Organizations applying for General Operating Grant](#) (annual)
 - d. [New & Emerging Organizations applying for Program Grant](#) (annual)
3. Example of Philadelphia Cultural Fund CDP Funder Report
 - a. [4 year sample](#) (for all Established and some New & Emerging Organizations)
 - b. [2 year sample](#) (for some New & Emerging Organizations)

Application Review Process

Applications must be 100% complete, and all the correct supporting materials attached, to be eligible. Once your application has been submitted electronically, it will be reviewed by staff to ensure the submission is complete and qualifies before assigning to reviewers. **Important:** If your application is missing required materials or information it will be disqualified. It will not be reviewed by the peer panel, receive a site visit nor be eligible for a grant. Please be certain that all the required, supplemental materials (such as the current Philadelphia Cultural Fund CDP Funder Report, bios, budgets, planning documents, etc.) are attached before submitting.

Review by Peer Panel

Qualified applications will be assigned to and evaluated by a group (panel) of peer panelists that involves artists and professionals from the region's arts and culture community. Panels usually consist of 8 to 15 reviewers. General Operating Grant applications are reviewed with other organizations within the same budget size category; Program Grant applications are reviewed together; all panels are multi-disciplinary.

Mandatory Site Visit

Your application will be assigned to a peer panelist who will conduct a mandatory site visit with your organization before the panel meets to review applications. A site visit must involve an interview with a senior manager (or a board member if the organization has no paid staff). You may invite the panelist to attend a performance or program, but it is not required, does not take the place of the interview, and is not part of the review process. Although one panelist is specifically assigned to conduct your site visit, all panelists assigned to your peer review panel will evaluate and score your application.

Meeting with your site visitor is mandatory. It is an opportunity to present and discuss your organization and the program(s) reflected in your application in the most accurate and constructive ways possible. Your peer panelist will ask questions about your application, including the supplemental materials (such as the CDP), and may ask to see additional documentation, particularly if there is information in your application, ancillary materials, or the site visit itself that could strengthen your application.

Please make sure that your organization responds promptly when your site visitor reaches out to your primary contact (as identified in your application) to arrange the site visit. If a site visit is not conducted, your application will be disqualified and your organization will not be eligible for a grant.

Panel Meeting

When the panel convenes, your site visitor will briefly describe for the others the experience s/he had with your organization during the site visit, and how your application aligns with the Criteria Rubric. Each panelist will then share their impressions of your application and ask clarifying questions to the site visitor.

Panelists who have a potential or actual conflict of interest with an organization will be asked to leave the room prior to the discussion and scoring. Examples of conflicts of interest are: being an employee or paid consultant or artist; being a board or committee member, or volunteer.

Scoring

At the end of the panel discussion, each panelist will give the organization a score from 1 to 100 based on the Philadelphia Cultural Fund's Criteria Rubric. A score of 90-100 is superior; 80-89 excellent; 70-79 good; 60-69 fair; below 60 poor. All the scores are added together then divided by the number of panelists, in order to get an average. This is the organization's final panel score.

Criteria Rubric categories and weight:

- Program Merit and Strength (15%)
- Community Impact (25%)
- Leadership and Governance (15%)
- Operations and Managerial Capacity (15%)
- Integrity and Fiscal Responsibility (15%)
- Ability to Plan and Evaluate (15%)

Please refer to the Criteria Rubric (provided in the Application Tools) to more fully understand each category and its meaning.

Grant Decisions

After the panel meets, all final panel scores go through a "normalization" process. Because each panel will have its own range of scores low to high, the panels are compared against each other (mathematically) and scores are adjusted up or down so that the mean score of each panel is normalized. The Philadelphia Cultural Fund's Board of Directors will make final grant determinations, and may establish a cut-off; low scoring applicants may not be awarded a grant or may be awarded a conditional grant. The final normalized scores are utilized to calculate grant amounts.

Grant Notification

Applicants are notified by email regarding the outcome of their application. No dollar amount is identified at this point, just whether or not the application has been approved for funding.

Appealing

In the event that a normalized score places an organization below the board-determined cut-off and a grant not awarded, the applicant organization will have an opportunity to appeal the decision. Panel feedback is shared with the applicant so that they can address specific issues that resulted in their low score. An Appeals Committee of the Board of Directors reviews all the appeals in a face to face meeting and makes the final decision.

Check Distribution

Once the appeals process has concluded and the final list of grantees determined, the normalized scores are put into a funding formula along with the multi-year grantees from the past two years, to calculate the amount of each grant based on the current city allocation. An award ceremony is held in the spring where grant checks are distributed and grantees have an opportunity to connect with members of City Council and the Mayor or their representatives.

Feedback

Philadelphia Cultural Fund staff attend, record, and take notes for all panel discussions so that meaningful feedback can be provided to applicant organizations. All organizations, whether they receive a grant or not, whether they score high or low, whether they're first time applicants or long-time grantees, are encouraged to solicit this feedback so the organization and its future applications can be strengthened.

Frequently Asked Questions

What Is Project Based Work (working on a project by project basis)? Some organizations don't operate year-round. They do one project at a time, and they only present the project when they have raised sufficient funds to produce it. It's possible that they are working on more than one project at a time (for example, one for this year and one for down the line sometime), but they still only present projects when the money has been raised.

What are the Budget Size categories? The budget size categories apply to Established organizations, not to New & Emerging organizations. An Established organization's budget size is determined by averaging the most recent years of annual expenses as reported on the Philadelphia Cultural Fund CDP Funder Report (through DataArts). The amount will appear in the Report. To determine which category your organization belongs in, first update your DataArts CDP Data Profile with your most recently completed fiscal year. Next create a Philadelphia Cultural Fund CDP Funder Report. When you generate the PCF Funder Report you must have four columns of completed data representing four fiscal years. You will find your Average Budget on the first page of the Report. The Philadelphia Cultural applications are grouped by the following budget categories:

- Budgets under \$50,000
- Budgets \$50,000 to \$150,000
- Budgets \$150,000 to \$400,000
- Budgets \$400,000 to \$1,500,000 (\$1.5 Million)
- Budgets \$1.5 Million and over

If you are an organization with a non-arts mission applying for a Program Grant, please complete the CDP profile to reflect ***your arts programming budget and activities only***.

We are not a 501 (c) (3) organization. How do we apply with a Fiscal Sponsor? All fiscal sponsors must be pre-approved by the Philadelphia Cultural Fund through an application process. If your organization currently has a fiscal sponsor, please review the list on our website or contact PCF to determine if they are pre-approved so you can move ahead with your application. Non-profits that wish to serve as an approved fiscal sponsor for the 2018 grant cycle must submit an application by Friday, September 1, 2017 at 5:00 pm. Any questions, call 267-419-7641. The application is on our website and available [here](#).

How do we complete the required CDP Funder Report? See *About the Required CDP Funder Report* below.

About the Required CDP Funder Report

The Philadelphia Cultural Fund partners with DataArts, the provider of the Cultural Data Profile (CDP). The Cultural Fund, along with other funders across the nation, requires applicants to complete a Cultural Data Profile annually through the [DataArts website](#).

DataArts provides the cultural community, including funders, with consistent, reliable, comprehensive data on arts and culture nationally, and enables organizations to view trends in their data, benchmark themselves against peer organizations, and enhance their financial management capacity.

The information you enter into the Cultural Data Profile will be used to produce the Philadelphia Cultural Fund Funder Report, which is mandatory for grant eligibility and must be attached to your online application. Please make certain you generate the correct Report! DataArts is capable of generating many kinds of reports, so be careful not to get confused. If you submit the wrong report it may negatively impact your eligibility. *Examples of the required PCF Funder Report can be found earlier in the Application Tools and Application Tips in the How To Apply section.*

Complete the CDP first! Do this before you begin your online grant application. The PCF Funder Report will provide an Average Budget for your organization. For all applicants, the Average Budget calculation can be found on the first page of the PCF Funder Report in the top right corner. Established applicants pursuing multi-year grants, the Report will reflect data for the last 4 years, and you will use the Average Budget to determine which budget category your organization should apply under in the grant application.

For more information about the CDP and DataArts, please visit www.culturaldata.org.

Instructions for New Users of the CDP

Applicants not currently enrolled in DataArts or are first time users of DataArts are encouraged to attend a training session specifically for new users. Dates and locations are available on the DataArts Training Calendar page.

Go to <https://da.culturaldata.org/> in the log-in box, click "Create an account" which takes you a new page where you will enter Basic Information.

Create a new Cultural Data Profile. Complete a Cultural Data Profile for each of the four most recently completed fiscal years; start with the earliest year. If your organization has not been in existence for four years, then enter the data that you have for two years or three years. If you have only one year of data, please contact PCF staff at 267-419-7641.

Enter data for the most recently completed fiscal year using your board-approved financial audit/review or year-end financial statements; your financial data must be consistent. You must be IRS compliant. The most recent year entered into DataArts must be the most recent year for which you have filed a 990.

If your organization is not required to be audited/reviewed, enter data based on board-approved year-end financial statements.

If you are applying for a Program Grant to support an arts program/department within a larger institution, enter data based on internal financial statements of the arts program for which you are requesting funding, and indicate that you have a parent organization.

DO NOT enter project budgets, budgets for future years, or data from incomplete or not-yet-approved audits, reviews or financial statements.

Address any errors or questions to DataArts Support Center at 877-707-DATA (3282) or help@culturaldata.org.

When you are finished entering data, click on the tab to your left that says Review and Complete. Confirm that all of the totals on this page (total revenue, total expenses, total assets, total liabilities and total net assets) match the totals in your board-approved financial audit/review or year-end financial statements by restriction. If the totals do not match, contact DataArts Support Center for assistance.

Instructions for Organizations that Have Used CDP in the Past

Enter data for the most recently completed fiscal year using your board-approved financial audit/review or year-end financial statements; your financial data must be consistent. You must have four years of consecutive data, unless your organization was formed three years ago or less. You must be IRS compliant. The most recent year entered into DataArts must be the most recent year for which you have filed a 990 (including 990-EZ).

If your organization is not required to be audited/reviewed, enter data based on board-approved year-end financial statements.

If you are applying for a Program Grant to support an arts program within a larger institution, enter data based on internal financial statements of the arts program/department and indicate that you have a parent organization.

DO NOT enter project budgets, budgets for future years, or data from incomplete or not-yet-approved audits, reviews or financial statements.

Address any errors or questions to DataArts Support Center at 877-707-DATA (3282) or help@culturaldata.org.

When you are finished entering data, click on the tab to your left that says Review and Complete. Confirm that all of the totals on this page (total revenue, total expenses, total assets, total liabilities and total net assets) match the totals in your board-approved financial audit/review or year-end financial statements by restriction. If the totals do not match, contact DataArts Support Center for assistance.

Instructions on How to Generate the Mandatory PCF Funder Report

To generate a Funder Report for your organization, follow this link (the content of this link is managed by DataArts): [How do I run a Funder Report](#) (link available on PCF website and in Application Tips)

No cover page is required.

Review your Funder Report and keep an eye out for any big percent changes from year to year. If something looks incorrect, you can make revisions to your Data Profile and generate a new Funder Report. To revise your Funder Report, click on the Surveys link from your Dashboard, select the Actions dropdown next to the Cultural Data Profile you wish to revise, and choose Revise. If you have any questions about this call the DataArts Support Center.

Direct questions concerning the CDP Data Profile to:

DataArts Support Center

P: 877-707-DATA (3282)

E: help@culturaldata.org

The Support Center is available Monday-Friday from 9:00AM- 8:00PM EST.