

Philadelphia Cultural Fund
Application Tips: 2019 Art & Culture Grant



2019 Art & Culture Applicant: Here we provide you with some context and insight on how to prepare, navigate and convey the power of your work through the questions in the Philadelphia Cultural Fund's (PCF) Art & Culture Grant application. Instructions within the application that direct you to "See Application Tips" are organized here for you by the Criteria Rubric header under which the question and instruction were provided. We encourage all applicants read to the 2019 Art & Culture Grant Eligibility & Guidelines thoroughly, then review the Criteria Rubric for their grant and application type, and utilize these tips to create a strong submission. If you have any questions please call or email us.

We look forward to reviewing your application and learning more about the work you do!

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Philadelphia Cultural Fund

Application Tips: 2019 Art & Culture Grant

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](#). The Funder Report is **mandatory for all applicants**. Work on the CDP as early as possible. Complete and carefully review your CDP Funder Report. Look 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 before you submit your grant application. If big swings represent changes or challenges in the organization's past, take time to be thoughtful and address them in the application and during the site visit. Contact the DataArts Support Center if you have questions about how to complete the CDP **877-707-DATA (3282)** or help@culturaldata.org



Philadelphia Cultural Fund
Funder Report



Organization Information

Organization Name: **Example Ballet Company**
City: Philadelphia
State: PA
County: Philadelphia
Federal ID #: 123456789

Year Organization Founded: 1975
Organization Type: 501(c)3 nonprofit organization
Fiscal Year End Date: 07-31
Number of Board Members: 15
Average Budget: **\$10,135,602**
Average budget less in-kind: \$10,131,599

Applicant is audited or reviewed by an independent accounting firm.

Unrestricted Activity	FY 2012	FY 2013	% Change	FY 2014	% Change	FY 2015	% Change
Unrestricted Operating Revenue							
Earned Program	\$4,354,163	\$4,392,011	1%	\$4,334,586	-1%	\$4,336,762	0%
Earned Non-program	\$351,270	\$382,441	9%	\$351,270	-8%	\$427,667	22%
Total Earned Revenue	\$4,705,433	\$4,774,452	1%	\$4,685,856	-2%	\$4,764,429	2%
Investment Revenue	\$402,580	-\$415,036	-203%	\$402,580	197%	\$353,663	-12%
Contributed Revenue	\$1,845,057	\$4,743,456	157%	\$3,567,201	-25%	\$3,492,869	54%
Total Unrestricted Operating Revenue	\$6,953,070	\$9,102,872	31%	\$8,655,637	-5%	\$10,610,961	23%
Operating Expenses							
Program	\$7,714,273	\$8,439,176	9%	\$8,015,479	-5%	\$8,730,389	9%
Fundraising	\$699,661	\$854,742	22%	\$686,240	-20%	\$635,767	-7%
General & Administrative	\$1,400,966	\$1,102,181	-21%	\$1,113,211	1%	\$1,150,321	3%
Total Operating Expenses	\$9,814,900	\$10,396,099	6%	\$9,814,930	-6%	\$10,516,477	7%
Net Unrestricted Activity - Operating	-\$2,861,830	-\$1,293,227	55%	-\$1,159,293	10%	\$94,484	108%
Net Unrestricted Activity - Non-operating	\$0	\$7,000	n/a	\$5,000	-29%	\$235,285	4,606%
Total Net Unrestricted Activity	-\$2,861,830	-\$1,286,227	55%	-\$1,154,293	10%	\$329,769	129%
Net Temporarily Restricted Activity	\$389,433	-\$135,328	-135%	\$854,102	731%	\$6,121,913	617%
Net Permanently Restricted Activity	\$464,953	\$37,867	-92%	\$32,740	-14%	\$28,704	-12%
Net Total Activity	-\$2,007,444	-\$1,383,688	31%	-\$267,451	81%	\$6,480,386	2,523%

Report Run Date: 7/21/2017

Page 1 of 15

The document you attach to your application as the Funder Report / CDP should resemble this example Funder Report.

All Established applicants **must** have 4 years of fiscal data. New & Emerging applicants must provide fiscal year data for the years they have operated, minimum of one year or maximum of four years.

Program applicants with a Funder Report representing non-arts programming and financials should speak to Cultural Fund staff before applying

The Average Budget is located here.

Do not round this number when you enter it on the application. The Average Budget is one of the variables used to sort applicants and calculate grant amounts. Make sure all the information you enter in to the CDP is accurate!

Make sure you are submitting a current report and not an older one.

Your CDP should show data for the most recently completed fiscal years. To maintain eligibility *Example Ballet Company* must submit data for fiscal years ending July 31, 2014, 2015, 2016 and 2017 with its 2019 Art & Culture Grant application.

Details, details! Make sure the information provided in the organization's DataArts profile is up to date and reflects your nonprofit status / structure. Especially your Philadelphia address.

Questions?

Give us a call 267-419-7641

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The Art & Culture Grant application uses conditional fields. Applicants will not see all the questions for their specific application unless they respond to the dropdown prompts in the Application and Grant Type section of the application. **All applicants are strongly encouraged to complete their CDP as the first step in preparing their applications.**

Make sure you are submitting the correct application and grant type. If submitted incorrectly the application will be **disqualified**. It will not be reviewed by the peer panel, the organization will not receive a site visit nor will it be considered for a grant. For example, *an organization that has operated programs for 7 years submits a New & Emerging application rather than an Established application.*

Established Organization Application and Grant Type

This application uses conditional fields. All applicants must select a grant type to display the full question set for the grant they seek.

Select grant type: *

What is the Average Budget as shown on your CDP Funder Report?

Do not round this number. Use the exact value. *

Select the budget range for your Average Budget. *

Less than \$50,000
\$50,000 to \$150,000
\$150,000 to \$400,000
\$400,000 to \$1,500,000
Over \$1,500,000

2019 Art & Culture CDP

Program Merit & Strength

1) What is the official Mission Statement of the organization?

Do not round, guess or use your current operating budget totals when entering the Average Budget on the application. Use the exact dollar value indicated on your CDP.

New and Emerging Organization Application and Grant Type

This application uses conditional fields. All applicants must select a grant type to display the full question set for the grant they seek.

Select grant type: *

<input type="text"/>
1 Year General Operating Grant
1 Year Program Grant

What is the Average Budget as shown on your CDP Funder Report?

Do not round this number. Use the exact value. *

Established applicants seeking a General Operating grant, the Average Budget determines your budget range and will affect the questions on your application. **If you complete the wrong question set (i.e. application), your application will be incorrect and may be disqualified.**

Questions?

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Program Merit & Strength | 15 % of the scoring criteria

There is a clearly articulated mission

Only provide the official mission statement for the organization.

Mission statements are usually between two to five sentences in length and are formally adopted by the board of directors. They introduce the organization, its purpose, unique methodology, philosophy and sometimes the geographic location for where the organization's work is based.

Through this set of questions, in your own unique voice, explain to the peer panel the issues, inspiration or opportunities that led to the creation of the organization's early programs. Share the exciting developments or game changing moments that have brought the organization to the present moment.

Do not assume that peer panelists will know your organization. Introduce the organization and give good details to help the panel understand where you are as an organization today.

Don't be humble or vague! Program Merit & Strength is 15% of the scoring criteria. Panelists will consider the age, scale and mission alignment when evaluating the merit of your programming.

****Respond strategically. Applications are evaluated by a multi-disciplinary panel of reviewers. Your responses for the Program Merit & Strength section of the application ground the panel in your work and purpose.*

*Think about what details you could share in this portion of the application that could build context about the organization or its current situation later in the proposal.****

Yah! So who else is excited about this program!



freshspectrum.com

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Community Impact | 25 % of the scoring criteria

The community / communities the organization intends to serve is clearly defined. The operations and program align to serve their self defined community.



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Explain to the peer panel the community that supports the organization as audience or, if more appropriate, the community the organization engages as constituents. Each applicant must describe and define their unique community/communities. Communities can be artistic, geographic, centered on heritage, a specific demographic or practice.

Community Impact is 25% of the scoring criteria. Share details that give the panelists a clear idea of whom, how many, and the type of individuals that make up your community. Take time to be thoughtful and use the word count to your advantage.

Explain who your programs are created for. How do your programs or services engage, empower or add skills to your community or communities? Quotes from constituents or audience members, statistics, attendance numbers, ticket sales or other data are great ways to demonstrate the impact of your programming and could provide further insight into other areas of the organization's operation.

Per PCF eligibility requirements, 60% of your programming must take place within the City of Philadelphia. If your organization has programming or constituents outside of the City, even within the allowed 40%, you must justify to the peer reviewers the impact or value your work has on the profile of the City or the residents of Philadelphia.

****Respond thoughtfully. Applications are evaluated by a multi-disciplinary panel of reviewers. Your responses for the Community Impact section of the application indicate to the panel the organization's connection to, awareness of, or investment in people that help it thrive.*

*Avoid statements like "We are the only group in the City / nation to provide..." unless you have documentation to back-up such a claim.****

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Operations & Managerial Capacity | 15 % of the scoring criteria

Effective and stable operations

Every organization is different.

Demonstrate to the panel through the documents and responses to questions in this section how your unique organization operates , shares or delegates responsibility.

To uphold the eligibility requirements applicant organizations must have three or more people sharing organizational responsibilities (paid or unpaid). They must also have at least one person who ensures programmatic and financial accountability.

Be transparent. Operations & Managerial Capacity is 15% of the scoring criteria. If your team is small or unpaid, how does the organization structure itself or assign work to ensure it has the capacity to carry out its intended programming and achieve the organization's goals effectively and with consistency?

Panelists will consider the age of the organization as well as the organization's budget size and operational capacity when evaluating this portion of your application.



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******Follow the instructions as written and use the remainder of the application strategically to show the panel how the organization is organized, reflective, adaptive and operating with integrity******

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Operations & Managerial Capacity | 15 % of the scoring criteria

Effective and stable operations

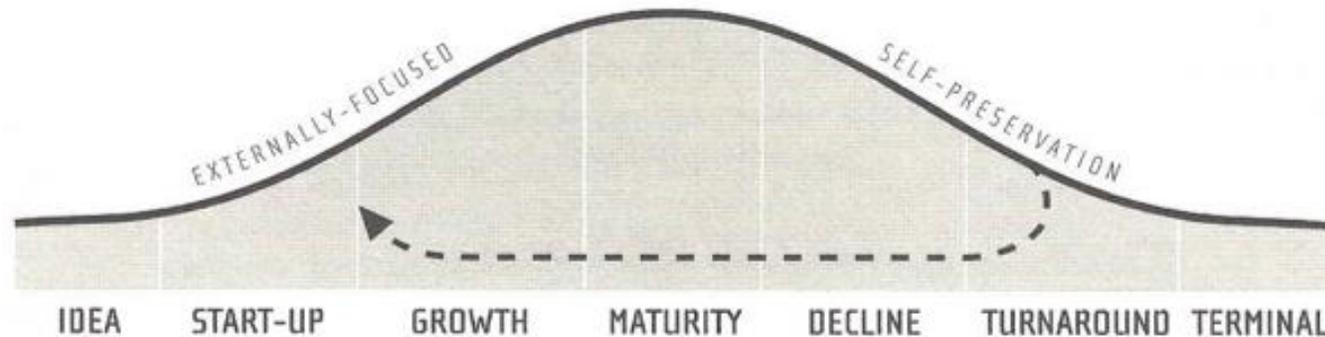
(continued)

The Main Leader question set will only appear on the Established General Operating application for organizations with a relatively large budget. This section must be completed by the Executive Director / CEO / Managing Director / Artistic Director or equivalent for your organization. Responses to this question set will impact areas of the Criteria Rubric beyond Operations and Managerial Capacity.

Strong responses will present the leader's voice, vision and interpretation of the organization's operations via its mission and programs; planning; the development of leadership among staff and board and their awareness of the organization's current stage of development. What actions do you as leader see as necessary to lead the organization into its next stage?

No stage is inappropriate. Be transparent and respond honestly. Use the word count provided to your advantage. Walk the panel through the realities of your role. As the main leader of the organization, what are you learning, building or challenged by in the organization's current developmental stage?

**** Transparency is key. Your honest response is important for your application, and may teach or inspire those evaluating your application about how to tackle similar or difficult moments in their operations. Take time to be thoughtful and show how your leadership, creativity or problem solving is carrying the organization, as a whole, forward. ****



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Ability to Plan & Evaluate | 15 % of the scoring criteria

Intentional and reflective approach to its operations and programming

This area of the application is an opportunity to demonstrate the systems or board / advisory council driven plans (short-term and/or long-term) you use to ensure the quality and/or sustainability of the organization's programs and operations.

Panelists will consider the age or maturity of the organization as well as the organization's budget size when evaluating your planning and assessment. Organizations within the budget ranges of Less than \$50,000 or \$50,000 to \$150,000 may attach board minutes, a work plan, etc. Organizations within the budget range of \$150,000 to \$400,000 or above should attach a current business plan or a strategic plan, when possible.

**** Ability to Plan & Evaluate is 15% of the scoring criteria. If your organization does not have a business or strategic plan think carefully about which document or tool to share with the peer panel. Which tool or document will supplement the organization's response to the subsequent questions in this section? Which document or tool could amplify the organization's ability to achieve its goals operationally or programmatically? If your organization has yet to develop formalized systems to assess these different areas, then take time to articulate the organization's current priorities and how it is maintaining intentional and reflective business operations and programming. ****



“Whatever we’re doing, it’s working.
Does someone have any idea what we’re doing?”

Google Image search

Goals are SMART:

Specific: Is this a specific area that needs improvement?

Measurable: How will progress be evaluated?

Assignable: Who will do it?

Realistic: What results can be achieved with the resources at hand?

Time-related: When can the results be achieved?

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Leadership & Governance | 15 % of the scoring criteria

The organization is led by and strengthened by its board of directors or, if fiscally sponsored, its oversight group/council or board

Every organization is different. Board / advisory group structures differ depending on the needs of the organization. Nevertheless, good governance demonstrates shared, coordinated leadership and oversight of an organization's operations and finances.

Traditional board of directors usually have officers, term limits, committees and an election process. Typically, officer positions are Chair/President, Vice Chair/Vice President, Secretary and Treasurer. Board members usually serve on specific committees that play to the members background and strengths. Advisory boards/groups serve a similar purpose for non 501 (c) (3) organizations/groups operating with a fiscal sponsor. Governance groups meet regularly, usually either monthly or quarterly, and minutes are taken and retained. Panelists will consider the age, nonprofit structure and budget range when evaluating your governing body.



Google Image search

******Leadership & Governance is 15% of the scoring criteria. If your organization's governance structure is unique or in development take time to thoughtfully describe the organization's goals, challenges or steps towards healthy operations and shared ethical control. Organizations that operate with the use of a fiscal sponsor must not describe the structure of the fiscal sponsor's board of directors. This is about your group, and this is your opportunity to describe your independence and ability to draw leadership and community buy-in to your mission-based work.***

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Integrity & Fiscal Responsibility | 15 % of scoring criteria

Robust financial systems and practices are in place

Describe to the panel the systems your organization has developed to steward the organization responsibly, to prevent overspending and to ensure expenses are paid. Who is responsible for reporting to the IRS, Commonwealth of Pennsylvania, the board or the organization's fiscal sponsor or parent organization in a timely and manner? To uphold eligibility, all applicants must demonstrate that at least one member of the organization is responsible for programmatic and financial accountability.

Integrity & Fiscal Responsibility is 15% of the scoring criteria. Panelists will consider the age or maturity of the organization as well as the organization's budget size when evaluating your responses and reviewing the following required attachments: for General Operating applicants the operating budgets (both current and past fiscal year); Form 990 (inclusive of 990-EZ and 990-N); and the CDP Funder Report. For Program Grant applicants, program budgets; program budget summary form; the institutional operating budget, the Form 990 (inclusive of the 990-EZ and 990-N) and the CDP Funder Report.

All budgets attached to your application should detail revenue and expenses. Budgets should be realistic and provide the full cost and expected income for the organization, if a General Operating Grant applicant, or the specific art program if a Program Grant applicant. Budgets that are underdeveloped, poorly formatted, difficult to read, inconsistent with other financials, or contain typos could unintentionally convey disorder and your organization could receive lower scores from the peer panel.

******Be thorough, consistent and transparent. Proof read and correct all errors in your financial documents before attaching and submitting your application. Make note of and explain any big swings in the CDP Funder Report, or positive and/or negative trends, within the grant application narrative or in the **Additional Comments to the Peer Panel** section of the application. If the site visitor does not inquire about the swings or trends in the CDP Funder Report and they exist, be***



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Integrity & Fiscal Responsibility | 15 % of scoring criteria

Robust financial systems and practices are in place

(continued)

Be sure to attach the proper financial statement for your organization. Visit the Commonwealth of Pennsylvania website for requirement information:

https://www.dos.pa.gov/BusinessCharities/Charities/Resources/Pages/Information-for-Charitable-Organizations.aspx#ctl00_PlaceHolderMain_Si

"Organizations receiving more than \$25,000 but less than \$100,000 must submit internally prepared financial statements. In lieu of internally prepared financial statements, organizations receiving more than \$25,000 but less than \$100,000 may submit compiled, reviewed, or audited financial statements. Compiled financial statements must be prepared by a licensed certified public accountant or licensed public accountant. Organizations receiving \$100,000 and less than \$250,000 must file compiled, reviewed or audited financial statements. Organizations receiving \$250,000 and less than \$750,000 must file reviewed or audited financial statements, and organizations receiving \$750,000 or more must file audited financial statements. Reviews and audits must be performed by an independent, licensed public accountant or an independent, licensed certified public accountant."

-- Information for Charitable Organizations, Pennsylvania Department of State



Pennsylvania Department of State

Philadelphia Cultural Fund
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Integrity & Fiscal Responsibility | 15 % of scoring criteria

Robust financial systems and practices are in place

(continued)

PROGRAM BUDGET SUMMARY

Complete this form to show the Income and Expense history for this specific program only. "Actual" amounts are what the program actually received (Income) and spent (Expenses) by the end of the program year or fiscal year. "Projected" amounts are those the management team has budgeted to raise and spend on the program this year.



Applicant Organization Name: _____

Name of the specific art program: _____

	2016-2017 Actual	2017-2018 Actual	2018-2019 Projected
Revenue	\$	\$	\$
Expenses	\$	\$	\$
Attendance			

Notes:



Notes provide the peer panel with additional context or explanations for any changes between program / fiscal years.

FOR PROGRAM GRANT APPLICANTS ONLY:
The Program Budget Summary is only required for Program applicants; it will not appear in General Operating applications.

Carefully follow instructions as given on the form.

A Program Grant is for 1-year. Returning applicants should have consistency in the actual revenue, expenses and attendance from previous applications.

First time applicants, only represent the revenue, expenses and attendance for this specific art program. If this is the first time you are operating this program, contact PCF staff before applying.

Projected amounts should match the total revenue and total expenses on the current program budget that you will be attaching.

Questions? See Application Tips or give us a call at 267-419-7641

Philadelphia Cultural Fund Application Tips: 2019 Art & Culture Grant

Art & Culture Sector Impacts for the City of Philadelphia and the 2019 Program Locations form

Philadelphia Cultural Fund grants are made possible by an annual allocation from the City of Philadelphia. The questions at the end of the application inform a portion of our reporting to the City and speak to the impact that the Philadelphia Cultural Fund and its grantees have on the City.

These questions are for our reporting purposes only; your answers are not part of the panel's review of your application. **Please take time to read, collect your data and answer each question carefully; each question is unique and the accuracy of your responses important.**

Applicant organizations must submit a list of venues where they provide public programming (free or paid) between July 1, 2017 and June 30, 2018. **If your organization serves Philadelphia pre-K and/or school-aged children: first answer "Yes" to question #2 "Does your organization serve Philadelphia pre-K and/or school-aged children?" then make sure when you fill out the 2019 Program Locations form that you include the locations where the programming happens, including the names and addresses of any Philadelphia public and charter schools.** If your organization provides all of its programming from your official location, be sure to enter your official address (that you indicate at the beginning of the application) as a programming location.

If you have any questions, please call the Cultural Fund staff for clarification.

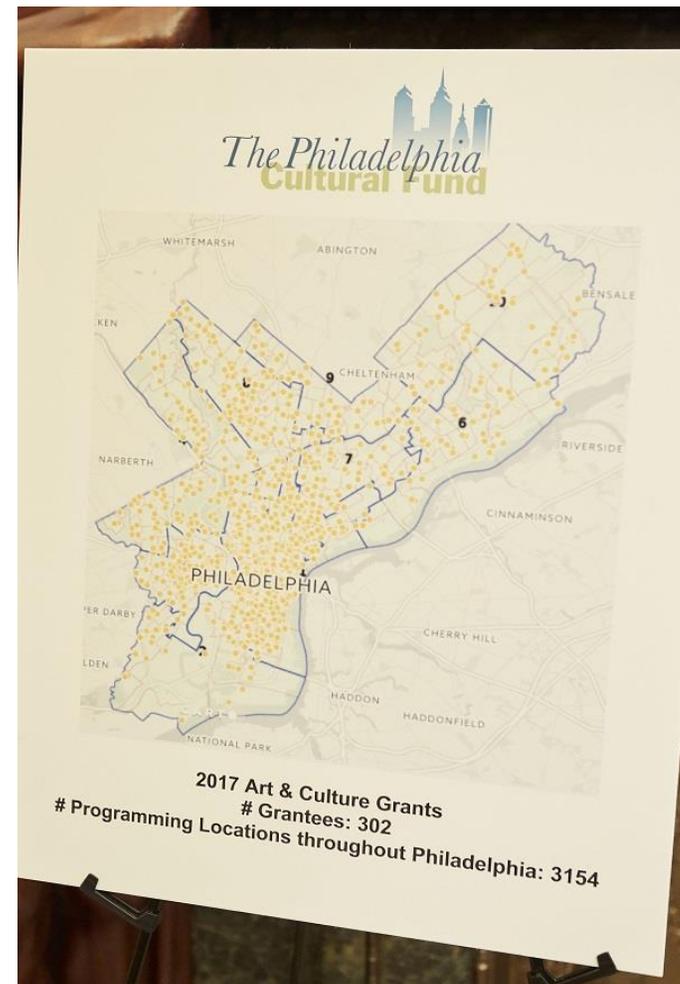


photo credit Chris Koontz

Questions?
Give us a call 267-419-7641

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General Tips for All Applicants

In-Kind Expenses & Income

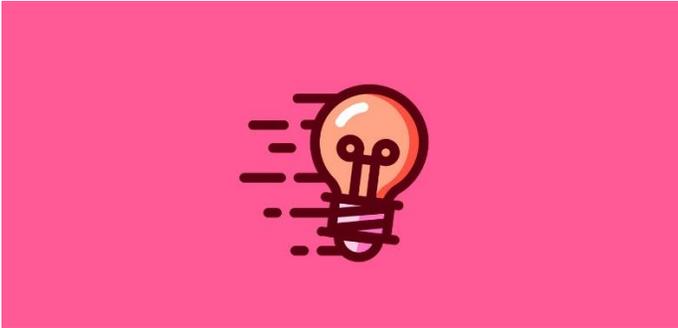
PFC grants are calculated on the “Average Budget” amount (which includes In-Kind) in the CDP Funder Report, not the “Average Budget Less In-Kind”. Fully reporting In-Kind expenses and income may be advantageous but it's important that you do so properly. We recommend you review DataArts resources on how to properly account for and record In-Kind.

1) Article: *What are in-kind contributions, and how do I record them in the Data Profile?*
http://culturaldata.force.com/Resources/articles/Article/What-are-in-kind-contributions-and-how-do-I-record-them-in-the-Data-Profile/?q=in-kind&l=en_US&fs=Search&pn=1

2) Video: Revenue, Part 1: Demystifying Earned, Contributed, In-Kind and Non-operating Revenue <https://vimeo.com/234730870>

Optional Attachments / Additional Documentation

Consider the application as a whole. Use the questions provided to share the strengths and thoughtfully discuss the organization's challenges. Think of the optional attachments/additional documentation as the final touches on your application. Share video or photos of programs mentioned or samples of works completed or convenings held. You may even provide additional documentation regarding challenges experienced or recognition gained. A great way to share video is to copy and paste weblinks into a word document. In the document provide a brief description or instructions to the peer panelists, save the document as a .pdf file and attach to your application. Limit videos to five minutes or less. Give panelists a sample so they have a fuller understanding of your organization and its programming thanks to your thoughtful narrative and now additional documentation.



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General Tips for All Applicants

(continued)

Use your time wisely

Do not procrastinate. Take time to prepare and be thoughtful with your responses. The application has conditional fields so there may be questions that you might not be prepared for which could negatively impact the quality of your application overall if you rush through or don't leave enough time.

The 2019 Art & Culture Grant Application deadline is Friday, September 28 at 5:00 PM - no exceptions. We suggest submitting early! The grant portal will automatically close at 5:00 PM and will not be re-opened.

No hard copies will be accepted; all applications must be submitted online. If you are still working on your application at 5:00 PM, the system will shut down, your work will be lost and your application will not be considered for review. Please don't wait until the last minute!



invisiblebread.com

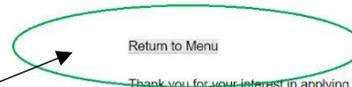
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How to print a copy of your application

Step 1: Once you have answered all the questions on your application and attached all required forms and documents, save your application as a draft.



Step 2: Click "Return to Menu" in the top left hand corner of your application.



Thank you for your interest in applying to the Philadelphia Cultural Fund (PCF). We look forward to reviewing your application.

You do not need to complete this all in one sitting. You may save the application in draft mode and work on it until you are done and then submit. Double check your work! Make sure all required documents are attached and all narrative responses are complete before you click "Submit". Once your application is submitted you will not be able to make changes. Incomplete or ineligible submissions will be disqualified.

Application Tips are available on the Philadelphia Cultural Fund website to provide context, insight on certain questions and how to save a copy of this application for your records. Please contact us at 267-419-7641 if you have any questions.

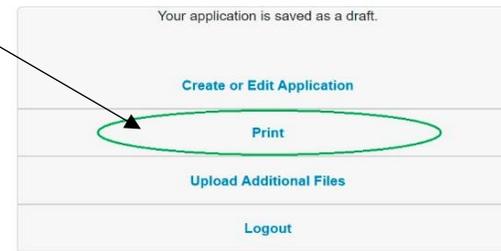
Fields marked with an * are required.

THE PHILADELPHIA CULTURAL FUND

2019 Art & Culture Grant - Established Organization Contact Information and Eligibility

Step 3: Click "Print"

Step 4: Be sure to go back and Submit!



POWERED BY
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Last check!

Before you click 'Submit' double check all required documents are attached and all narrative responses are complete. *

Yes!



[Return to Menu](#)