

2019 Art & Culture Grant Applicant Information Session

Welcome!

Please take a seat, we'll
start shortly.



The Philadelphia
Cultural Fund

About the Philadelphia Cultural Fund



Cultural Fund staff at 2018 Art & Culture Grant Ceremony
photo credit Anthony Wood

- Founded in 1991 as a non-profit organization to support and enhance cultural life and vitality of the City and its residents.
- Grants are made from a City budget allocation to the Cultural Fund
 - Art & Culture Grants
 - Youth Arts Enrichment Grants
- Staff
 - Barbara Silzle, Executive Director
 - Michelle Currica, Program Manager

Our Goals

- To provide general operating support funds to serve Philadelphia-based arts and cultural institutions and organizations
- To advocate 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 to 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:

- Have an articulated mission that is dedicated to arts and culture. Arts and culture is defined as creating, preserving and/or exhibiting visual, literary and performing arts, architecture, science, history and the humanities.
 - Non-arts and culture organizations that operate an arts and culture program may be eligible for a 1-year program grant
- Have its official place of business located in the City of Philadelphia.
- 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.
- Present at least 60% of its programming in the City of Philadelphia.
- Have 60% of its budget devoted to arts and culture
 - Non-arts and culture organizations that meet all other eligibility criteria may be eligible to apply for program funding to support a specific arts and culture program.
- Have conducted publicly accessible programming for at least 1 year.
- Have a Governing Body (board of directors) if a 501(c)(3); or an Advisory group such as an advisory council, if utilizing a fiscal sponsor.
- Have three or more people that share organizational responsibilities (paid or unpaid).
 - Have at least one person responsible for ensuring programmatic and fiscal accountability.
- Be in compliance with all applicable laws, rules and regulations including, without limitation, those of the IRS and the Commonwealth of Pennsylvania.

See full list of requirements in the 2019 Art & Culture Guidelines

The following are NOT eligible:

- Individual artists
- Sole proprietorships or other groups that are neither a 501 (c)(3) corporation or operating under a contract with a fiscal sponsor that has not been pre-approved by the Philadelphia Cultural Fund.
- 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 Cultural Fund staff before applying). Example exception: *an art gallery or performance venue housed within a university that has robust public arts programming, designated staff, an advisory board, discrete budgeting, etc.* When eligible, only the budget for the public arts and culture programming (not the budget of the umbrella/parent institution) will be considered for grant amount purposes.
- Organizations that are a line item allocation in the City's 2019 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, 2017 and September 30, 2018.

Philadelphia Cultural Fund, Overview

Staff

- Facilitate + manage the grantmaking process
- Attend all panel sessions + take notes to provide feedback to applicants after the grant cycle has ended
- Do not evaluate applications

Application Process

- 3 parts
 - Online application
 - CDP Funder Report
 - Site Visit
- Resources
 - 2019 Guidelines
 - Applicant Info Sessions
 - Criteria Rubric
 - Application Tips
 - PCF Staff

Peer Review Process

- Applications are evaluated by a multi-disciplinary panel of peers
- Grant amounts are not requested; they are determined by your panel score + variables in a funding formula

Types of Grant Applications

- The online application is tailored to an applicant's situation
- **Applicants are:**
 - Either Established or New & Emerging
 - Established: have operated programs for 5 or more years
 - New & Emerging: have operated programs for less than 5 years
 - Either a 501 (c) (3) or currently contracted with a pre-approved fiscal sponsor
 - Applying for either General Operating or Program grants



International Ballet Exchange
photo credit Julieanne Harris

What Can We Apply For?

- Established organizations*:
 - General Operating Grant: 3 yrs.
 - Program Grant: 1 yr.
 - Report required

* May submit an application for this cycle if they were NOT awarded a multi-year grant in 2017 or 2018.

- New & Emerging organizations:
 - General Operating Grant: 1 yr.
 - Program Grant: 1 yr.



Mexican Cultural Center
photo credit Irving Viveros

How to Prepare

- Read all materials carefully and follow instructions!
- Using a Fiscal Sponsor? Make sure it has been pre-approved.
- Complete your CDP first; it may affect the questions you have to answer.
- Give yourself plenty of time. Start early! Check for accuracy. Then check again.
- Utilize the Application Tips and Criteria Rubric for your application type.
- Don't hesitate to call!

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

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.

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.

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.

Questions?
Give us a call 267-419-7641

Unrestricted Activity	FY 2014	FY 2015	% Change	FY 2016	% Change	FY 2017	% Change
Unrestricted Operating Revenue	\$4,514,951	\$4,792,176	6%	\$4,232,522	-6%	\$4,284,752	1%
Unrestricted Program	\$351,270	\$382,448	9%	\$397,275	4%	\$427,687	22%
Unrestricted Revenue	\$4,163,681	\$4,409,728	6%	\$3,835,247	-10%	\$3,857,065	1%
Unrestricted Expenses	\$442,380	\$493,136	12%	\$422,560	-16%	\$3,033,683	-27%
Unrestricted Operating Revenue	\$3,721,301	\$3,916,592	5%	\$3,412,687	-13%	\$823,382	24%
Operating Expenses	\$1,784,273	\$1,499,976	-16%	\$5,075,475	24%	\$4,778,989	-6%
Program	\$699,660	\$914,742	29%	\$968,240	6%	\$1,053,917	9%
Support & Administration	\$1,084,613	\$585,234	-46%	\$4,107,235	27%	\$3,725,072	-9%
Other Operating Expenses	\$1,000,000	\$1,000,000	0%	\$1,000,000	0%	\$1,000,000	0%
Net Unrestricted Activity - Operating	\$2,937,028	\$3,216,616	9%	\$1,337,212	-54%	\$823,382	61%
Net Unrestricted Activity - Non-Operating	\$0	\$7,150	0%	\$0	0%	\$0	0%
Net Unrestricted Activity	\$2,937,028	\$3,223,766	10%	\$1,337,212	-54%	\$823,382	61%
Net Unrestricted Revenue Activity	\$3,721,301	\$3,916,592	5%	\$3,412,687	-13%	\$823,382	24%
Net Unrestricted Expenses Activity	\$1,084,613	\$1,000,000	-8%	\$5,075,475	36%	\$4,778,989	-5%
Net Unrestricted Activity	\$2,636,688	\$2,916,592	11%	\$1,337,212	-49%	\$823,382	61%

Download 2019 Art & Culture Application Tips, available on Philadelphia Cultural Fund website

Art & Culture Criteria Rubric

- Applications are scored utilizing a Criteria Rubric:
 - Program Merit & Strength (15%)
 - Community Impact (25%)
 - Operations & Managerial Capacity (15%)
 - Ability to Plan & Evaluate (15%)
 - Leadership & Governance (15%)
 - Integrity & Fiscal Responsibility (15%)
- Neither need nor artistic merit are part of the scoring criteria.



Conservation Center for Art & Historic Artifacts
photo credit Amy Heuer

Things to think about

- You are not competing against other organizations.
- Be thoughtful about: your discipline(s); your question set; utilizing the word count and the additional documentation.
- “It doesn’t go without saying”
- Your application will be evaluated through a peer panel process
 - with organizations of a similar budget size but of varying disciplines
 - read by panelists from varying disciplines and backgrounds
 - driven and scored by the six areas of the criteria rubric



Bowerbird
photo credit Ben Tran

More things to think about...



The Crossing
photo credit Becky Oehlers Photography

- Conditional Fields
- Application organized by Criteria Rubric
- Audited Financial Statements requirements.
- Additional Comments to the Peer Panel
- Art & Culture Sector Impacts for the City of Philadelphia
- Use the site visit to put a “bow” on your application, think ahead and be prepared.

Common Errors to Avoid

- Typos in contact information.
- Selecting incorrect application type (*example: Established groups applying as New & Emerging*)
- Established organizations applying for General Operating selecting the incorrect budget category (*use the CDP Funder Report, Average Budget*)
- Current CDP Funder Report is not uploaded (*last completed fiscal year must be included, contact Philadelphia Cultural Fund staff if you are unsure*)
- Providing an incomplete fiscal sponsor agreement
- Submitting an incomplete application
- Starting too late and running out of time. *The online server will shut out applicants at deadline time.*

Deadline is Friday, September 28, 2018 at 5 pm!

No exceptions

**Be sure your application is complete and accurate!
Check and then double check before you hit “submit”**

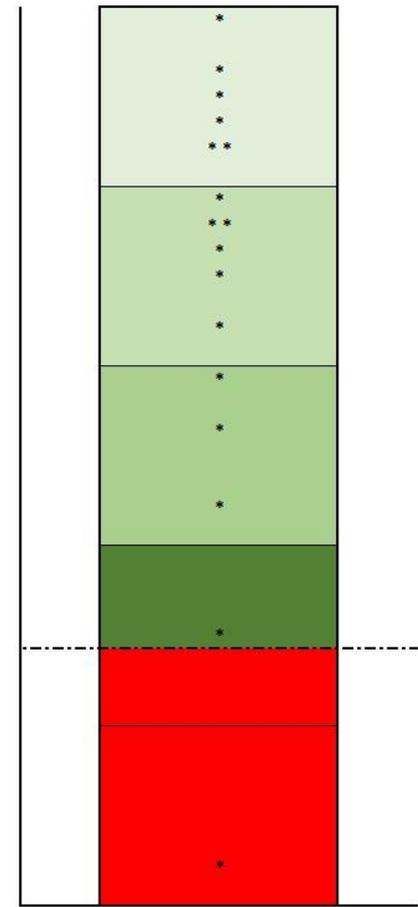
An incomplete application will be disqualified



BalletX
photo credit Bill Hebert

After the Deadline

- Pre-Screening by PCF staff, October
- Site Visit, November into December
 - *Mandatory!*
- Peer Panels meet in November & December
- First Notifications, early February
- Grants distributed, March or April
- Feedback encouraged and available



Quintile Graph indicating how applicants ranked by panel based on their scores, part of Feedback

2019 Grant Reporting

Reports are **mandatory** for the following to remain in good standing:

Multi-Year, General Operating Grantees

Interim Reports due December 2019 and 2020

Report includes:

- Current contact information
- Significant changes to organization
- Updated CDP
- Narrative of success/story of the last year
- Art & Culture Sector Impacts
- List of program locations

One-Year Program Grantees

Program Grant Status Report

Report includes:

- Current contact information
- Significant changes to program
- Future plans for program

Consider serving as a Peer Panelist



- It is not a conflict of interest to apply for a grant and serve as a peer panelist.
- Go to <https://www.philaculturalfund.org/peer-panelists/>

Thank you for attending!

Questions after the session?

Call: 267-419-7641

Email: info@philaculturalfund.org

Visit: Pipeline Philadelphia, 30 South 15th Street, 15th Floor

<http://www.philaculturalfund.org/grantprograms/>

