2020 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 to read the 2020 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 receiwing your application and learning more about the work you do!

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Questions?
Give us a call 267-419-7641

Philadelphia Cultural Fund
Application Tips: 2020 Art & Culture Grant

The Philadelphia Cultural Fund (PCF), along with other funders across the nation, partners with SMU|DataArts, the provider of the Cultural Data Profile (CDP). PCF requires applicants to complete a Cultural Data Profile annually through the SMU|DataArts website. See *About the Required SMU|DataArts Philadelphia Cultural Fund Funder Report* to learn more. The Philadelphia Cultural Fund Funder Report is **required for all applicants**. Work on the Funder Report as early as possible. Complete and carefully review your Funder Report before submitting. Look for any big percent changes from year to year. If something looks incorrect, you can make revisions to each Cultural 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 PCF Funder Report **877-707-DATA (3282)** or **help@culturaldata.org**

The document you attach to your application as the PCF Funder Report 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.

First time Program applicants should speak to Cultural Fund staff before applying.

The Average Budget is located here. You'll need this to complete your application.

Do not round this number when you enter it on the application. The Average Budget is one of the variables used to sort applications and calculate grant amounts. Make sure all the information you enter in to the Cutural Data Profile 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 SMU|DataArts organizational profile is up to date and reflects your nonprofit status / structure. Especially your Philadelphia address.

Your Funder Report 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, 2015, 2016, 2017 and 2018 with its 2020 Art & Culture Grant application.

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Philadelphia Cultural Fund
Application Tips: 2020 Art & Culture Grant

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 Organization Grant Type section of the application. **All applicants are strongly encouraged to complete their PCF Funder Report 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, this organization would be disqualified.*

New and Emerging Organization Grant Type

This application uses conditional fields. Applicants must select a grant type and answer the additional prompts in this section to access the full application for the grant they seek.

Select grant type: *

1 Year General Operating Grant
1 Year Program Grant

Select a file

What is the Average Budget as shown on your PCF Funder Report? Do not round this number. Use the exact value. *

$

Look for the "Average Budget" on page 1 of the PCF Funder Report.

 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 PCF Funder Report.

Established Organization Grant Type

This application uses conditional fields. Applicants must select a grant type and answer the additional prompts in this section to access the full application for the grant they seek.

Select grant type: *

3 Year Operating Grant

Attach current SMU|DataArts Philadelphia Cultural Fund (PCF) Funder Report. *

Select a file   Sample Funder Report 4 years.pdf

What is the Average Budget as shown on your PCF Funder Report? Do not round this number. Use the exact value. *

$ 10,135,602

Look for the "Average Budget" on page 1 of the PCF Funder Report.

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

PROGRAM MERIT & STRENGTH

1) Provide an overview of the organization's programming over the last three years with an emphasis on the past 12 months. *

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 an application outside of your organization's budget range your application will be incorrect and the organization may be disqualified.**

Questions?
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Program Merit & Strength | *15 % of the scoring criteria*

There is a clearly articulated mission with a strong link to the programming.

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 or type of artistic discipline. 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 & Strenght 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 this 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

Questions?
Give us a call 267-419-7641

Community Impact | 25 % of the scoring criteria

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

Google Image search

***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, and/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.***

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 should justify to the peer reviewers the impact or value your work has on the profile of the City or the residents of Philadelphia.

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Questions?
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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.

Google Image search

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

Operations & Managerial Capacity| 15 % of the scoring criteria
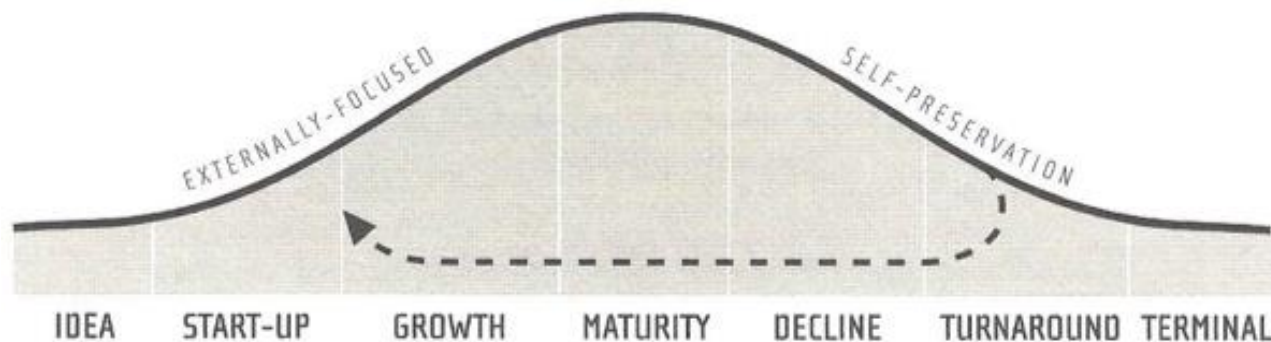
Effective and stable operations

(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?

*** For all applicants, transparency is key. Your honest response to these questions is important. They may even 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. ***

IDEA   START-UP   GROWTH   MATURITY   DECLINE   TURNAROUND   TERMINAL

Nonprofit Lifecycle Stages   Susan Kenny Stevens, PhD

Questions?
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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 operations and programs.

Panelists will consider the age or maturity of the organization as well as the organization's budget size when evaluating your ability to plan and assess. 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 achive 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.***

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?

"Whatever we're doing, it's working.
Does someone have any idea what we're doing?"

Google Image search

Leadership & Governance| 15 % of the scoring criteria

The organization is led by and strengthened by its Board of Directors or, if fiscally sponsored/operates as the program of a parent organization, 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 backgrounds 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, often 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 and oversight. Organizations that operate with the use of a fiscal sponsor must <u>not</u> 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.

Questions?
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Integrity & Fiscal Responsibility | 15 % of scoring criteria

Robust financial systems and pratices 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 responsibile 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 PCF 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 PCF Funder Report.

All budgets attached to your application should detail both 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 PCF 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 PCF Funder Report and they exist, be proactive and address them. ****

PLANET 301 c3 TALES FROM THE NONPROFIT GALAXY BY MIRIAM ENGELBERG

"I'D LIKE TO GIVE YOUR ORGANIZATION $1,000,000,000 IN UNRESTRICTED FUNDS, AND YOU DON'T EVEN HAVE TO WRITE A PROPOSAL!!!"

HOT FUNDERS OF 1999

STRESSED - OUT BY A GRANT DEADLINE, CARL SOOTHES HIMSELF BY CALLING THE 'DEVELOPMENT DIRECTORS FANTASY HOTLINE.'

Questions?
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Philadelphia Cultural Fund
Application Tips: 2020 Art & Culture Grant

Integrity & Fiscal Responsibility | 15 % of scoring criteria

Robust financial systems and pratices 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

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Questions?
Give us a call 267-419-7641

Integrity & Fiscal Responsibility | 15 % of scoring criteria

Robust financial systems and pratices are in place

(continued)

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.

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.

PROGRAM BUDGET SUMMARY

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

Applicant Organization Name: _____

Name of the specific art program: _____

	2017-2018 Actual	2018-2019 Actual	2019-2020 Projected
Revenue	$	$	$
Expenses	$	$	$
Attendance			

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

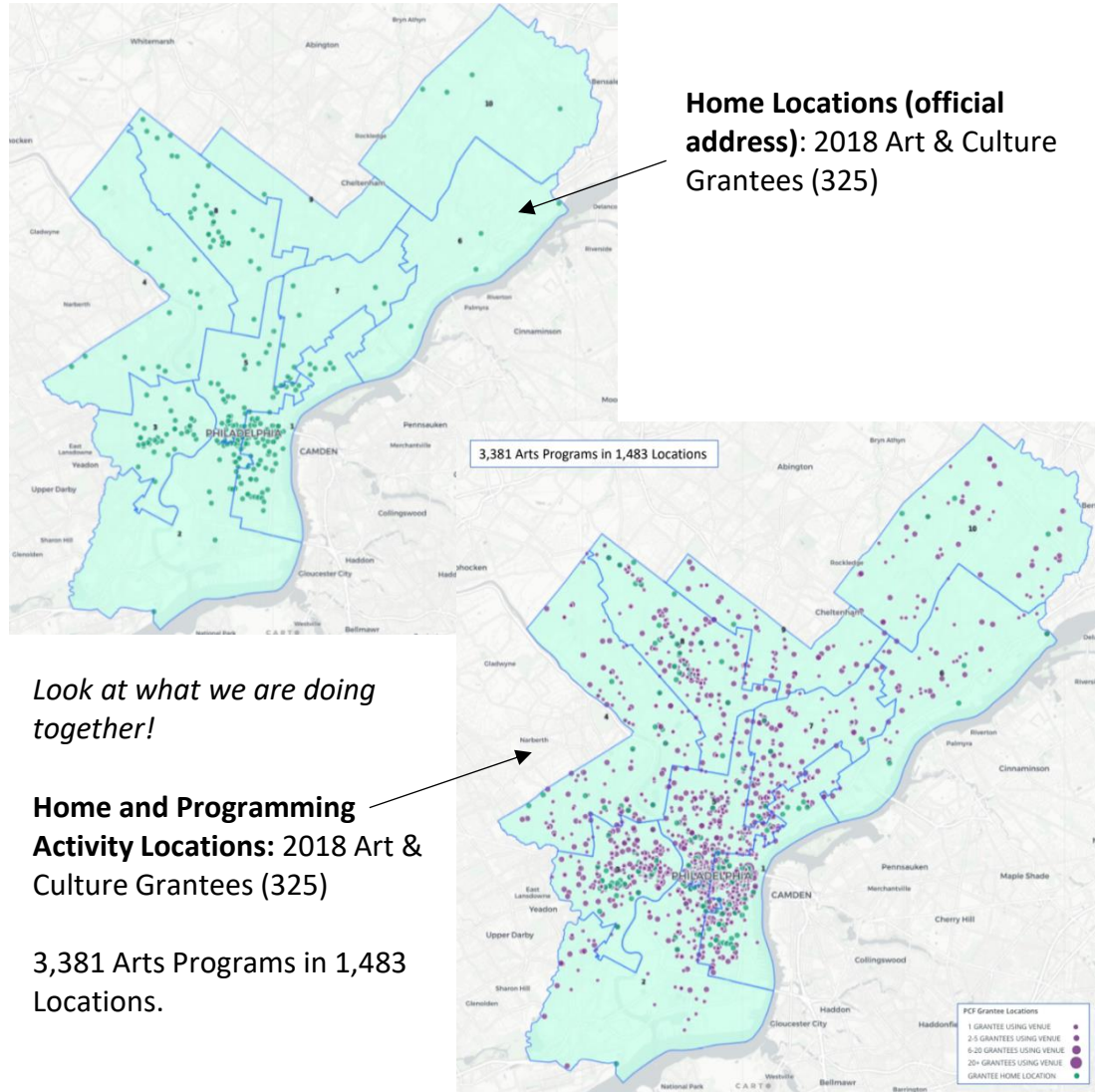Questions?
Give us a call 267-419-7641

Philadelphia Cultural Fund
Application Tips: 2020 Art & Culture Grant

Art & Culture Sector Impacts for the City of Philadelphia and the 2020 Program Locations form

Philadelphia Cultural Fund (PCF) grants are made possible by an annual allocation from the City of Philadelphia. The Art & Culture Sector Impact section and your responses are for the purpose of our reporting to the City only. Your honest and accurate responses inform a portion of our reporting to the City on the impact of our sector specifically through engagement of youth, the distribution of publicly accessible arts and cultural programming (free or paid) across the 10 Philadelphia City Council Districts, and the demographic representation of the staff and leadership of PCF's grantee organizations.

Please read and answer the questons in this section carefully. Each question is unique and the accuracy of your responses important. Your organization's responses are not weighed when determining the organization's eligibility for funding. Data received from grantee organizations will be reported in aggregate, not as individual records.

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

Home Locations (official address): 2018 Art & Culture Grantees (325)

Look at what we are doing together!

Home and Programming Activity Locations: 2018 Art & Culture Grantees (325)

3,381 Arts Programs in 1,483 Locations.

Questions?
Give us a call 267-419-7641

General Tips for All Applicants

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 file as a PDF 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.

Google Image Search

Zengine Grant Management System and Internet Browsers
Beginning with the 2020 cycle, PCF is using a new online system in Wizehive called Zengine. This is PCF's first Art & Culture Grant Cycle with this new platform. Please call Cultural Fund staff, 267-419-7641 if you notice or experience an issues with the application so that we may resolve the issue quickly.

Zengine officially supports the latest versions of Chrome, Firefox, and Safrai. At this point, Zengine does **not** run on Microsoft Edge or Internet Explorer versions 8 and below, versions 9 and above function but are not yet completely supported. *__Using Safari on a PC is not officially supported by Zengine and is not currently recommended for use while applying for or reviewing Philadelphia Cultural Fund grant applications__*.

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Questions?
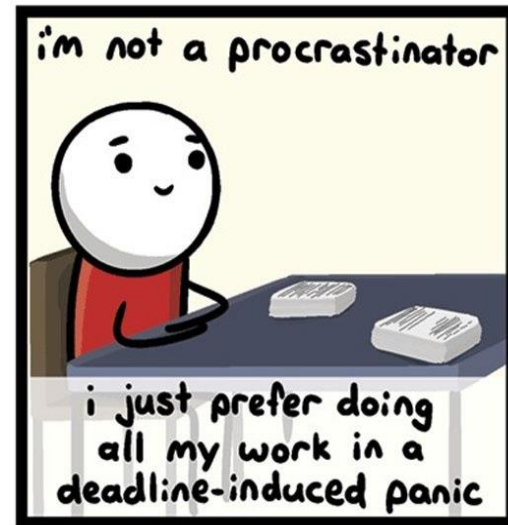Give us a call 267-419-7641

<u>Use your time wisely</u>
The Art & Culture Grant application consists of 3 sections: an organizational profile; the Art & Culture Grant Application form; and the Art & Culture Sector Impact Section. The application may require input from a number of people at your organization. Allow time to answer all questions fully and accurately.

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. Do not procrastinate. Take time to prepare, be thoughtful with your responses, and be thorough with your entire application.

The 2020 Art & Culture Grant Application deadline is Monday, September 30 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. Late applications will not be accepted. Please don't wait until the last minute!

invisiblebread.com

Questions?
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