

2020 Art & Culture Grant Applicant Information Session

We'll start shortly.

A blue silhouette of the Philadelphia skyline, featuring prominent buildings like the City Hall dome and the Comcast Center.

The Philadelphia
Cultural Fund

2020 Art & Culture Grant Applicant Information Session

Welcome! Like, follow, and tag us on:



@PhiladelphiaCulturalFund



@PhilaCulturFund



@PhilaCulturFund

About the Philadelphia Cultural Fund



Cultural Fund board, staff, and volunteers at 2019 Art & Culture Grant Ceremony
photo credit Chris Koontz

- A non-profit organization founded in 1991 to support and enhance the cultural life and vitality of the City and its residents
- Grants are made from a City budget allocation to the Cultural Fund
- Staff
 - Barbara Silzle, Executive Director
 - Michelle Currica, Program Manager
 - Alfi Nurdin, Office/Program Assistant

Eligibility

See full list of requirements in the 2020 Art & Culture Guidelines at
<https://www.philaculturalfund.org/grant-programs/art-culture-grants/>

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)
- Organizations that are a line item allocation in the City's 2020 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, 2018 and September 30, 2019.

Overview

Staff

- Facilitate + manage the grant 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
 - SMU | DataArts Funder Report
 - Site Visit
- Resources
 - 2020 Guidelines
 - Applicant Info Sessions
 - Criteria Rubric
 - Application Tips
 - PCF Staff

Peer Review Process

- Applications are evaluated by a multi-disciplinary panel of peer reviewers
- 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
- **Applicant organizations 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
 - a 501 (c) (3) or contracted with a pre-approved fiscal sponsor/parent organization
 - applying for a General Operating or Program grant



Anna Crusis Women's Choir
photo credit Natalie Clesi

What Can We Apply For?

- Established organizations*:
 - General Operating Grant: 3 yrs.
 - Program Grant: 1 yr.
- * May submit an application for this cycle if NOT awarded a multi-year grant in 2018 or 2019.
- New & Emerging organizations:
 - General Operating Grant: 1 yr.
 - Program Grant: 1 yr.



Usiloquy Dance Designs
photo credit Brian Mengini

How to Prepare

- Read all materials carefully and follow instructions!
- Applying with a Fiscal Sponsor/Parent Organization? Make sure it has been pre-approved.
- Complete your PCF Funder Report first; it will affect the questions you have to answer in the grant application.
- Give yourself plenty of time. Start early! Check for accuracy.
- Utilize the Application Tips and Criteria Rubric for your application type.
- Don't hesitate to call!

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 Cultural Data Profile is accurate!

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

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.

Questions?
Give us a call 267-419-7641

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: 10
Average Budget: \$110,602
Average Budget Range: \$10,153.99 - \$1,101,539.99

	FY 2015	FY 2016	% Change	FY 2017	% Change	FY 2018	% Change
Unrestricted Operating Revenue	\$4,354,763	\$4,352,201	1%	\$4,354,763	1%	\$4,352,201	0%
Earned Program	\$252,270	\$362,441	9%	\$330,270	-8%	\$427,667	22%
Earned Non-program	\$4,102,493	\$4,774,652	16%	\$4,024,493	-2%	\$4,384,429	2%
Investment Revenue	\$462,180	\$451,026	-2%	\$462,180	0%	\$451,026	-2%
Contributed Revenue	\$1,455,057	\$4,143,456	183%	\$1,567,201	8%	\$1,455,057	-8%
Net Unrestricted Operating Revenue	\$6,453,070	\$9,122,872	42%	\$6,453,070	0%	\$9,122,872	42%
Operating Expenses	\$7,742,273	\$8,439,176	9%	\$8,025,479	-5%	\$8,105,389	1%
Program	\$699,693	\$554,742	-22%	\$699,693	0%	\$554,742	-22%
Fundraising	\$1,603,966	\$1,152,781	-28%	\$1,152,781	-28%	\$1,152,781	0%
General & Administrative	\$1,038,614	\$1,031,653	-1%	\$973,005	-6%	\$1,031,653	6%
Total Operating Expenses	\$9,642,273	\$10,739,176	11%	\$9,642,273	0%	\$10,739,176	11%
Net Unrestricted Activity - Operating	\$2,810,797	\$1,283,227	-55%	\$1,152,293	-59%	\$1,152,293	0%
Net Unrestricted Activity - Non-operating	\$0	\$7,000	0%	\$0	0%	\$7,000	0%
Total Net Unrestricted Activity	\$2,810,797	\$1,290,227	-55%	\$1,152,293	-59%	\$1,159,293	1%
Net Temporarily Restricted Activity	\$284,433	\$155,228	-45%	\$284,433	0%	\$155,228	-45%
Net Permanently Restricted Activity	\$464,803	\$37,807	-92%	\$32,740	-93%	\$32,740	0%
Net Total Activity	\$3,560,033	\$1,483,262	-58%	\$1,469,466	-59%	\$1,469,466	0%

Report Run Date: 7/21/2017

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.

Download 2020 Art & Culture Application Tips, available on Philadelphia Cultural Fund website

Criteria Rubric & Peer Review Process



Fairmount Park Conservancy
photo credit Ed Miller

- 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.
- 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
 - Be transparent, demonstrate awareness

Questions?



Things to keep in mind

- You are not competing against other organizations
- Be thoughtful about everything: your discipline(s); your question set; utilizing the word count and the additional documentation.
- 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

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: *

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

+ 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.

2020 Art & Culture Grant Narrative and Required Documents

Screenshot: Established Organizations Application / Conditional Fields

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 PCF Funder Report is not uploaded (*last completed fiscal year must be included, contact Philadelphia Cultural Fund staff if you are unsure*)
- Providing incomplete documentation (ex. Budgets, fiscal sponsor agreement, etc.) which means an incomplete application.
- Starting too late and running out of time. *The online server will shut out applicants at deadline time.*

Deadline is Monday, September 30, 2019 at 5 pm!

No exceptions

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

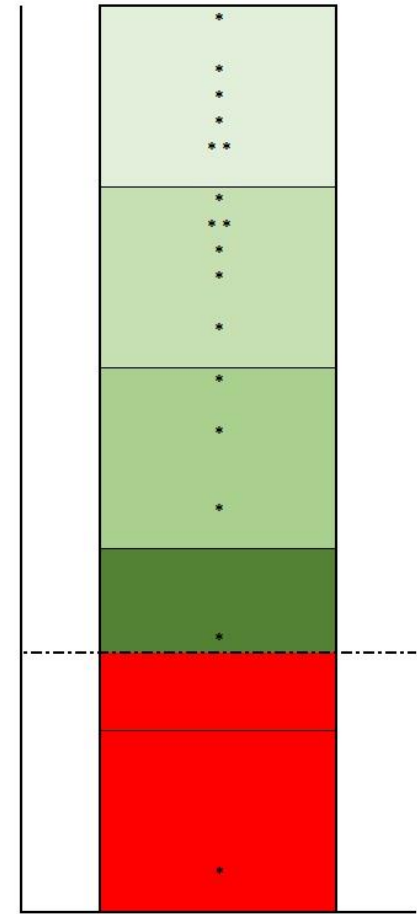
An incomplete application will be disqualified



Bowerbird
photo credit Ryan Collerd

After the Deadline

- Pre-Screening by PCF staff, October
- Site Visit, November into December
 - *Mandatory!*
- Peer Panels meet in 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

2020 Grant Reporting

Reports are **mandatory** for the following to remain eligible for future grants:

Multi-Year, General Operating Grantees

Interim Reports due December 2020 and 2021

Report includes:

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

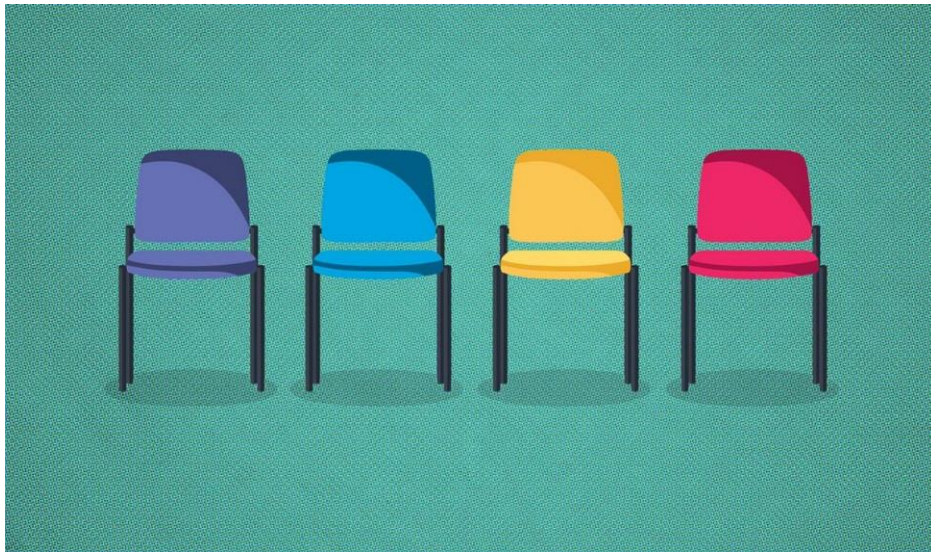
One-Year Program Grantees

Program Grant Status Report due September 2020, to qualify for 2021 funding

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

<https://www.philaculturalfund.org/grant-programs/art-culture-grants/>

