2020 Art & Culture Grant
Applicant Information Session

We’ll start shortly.

The Philadelphia Cultural Fund
2020 Art & Culture Grant Applicant Information Session

Welcome! Like, follow, and tag us on:

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About the Philadelphia Cultural Fund

• 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
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!
Criteria Rubric & Peer Review Process

• 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

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/