Philadelphia Cultural Fund Application Tips: 2022 Art & Culture Grant

2022 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 header under which the question and instruction were provided. We encourage all applicants to read the 2022 Art & Culture Grant Eligibility & Guidelines thoroughly and utilize these tips to create a strong submission. If you have any questions, please email us.

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

The 2022 Art & Culture Grant Application deadline is Friday, December 17 at 5:00 PM.

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SMU|DataArts Philadelphia Cultural Fund Funder Report

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 revise your 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.

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**

See the next page for an example PCF Funder Report.

SMU|DataArts Philadelphia Cultural Fund Funder Report (continued)

The document you attach to your application as the PCF Funder Report should resemble this example Funder Report. All applicants must provide fiscal year data for the years they have operated, minimum of one year or maximum of four years.

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 determine grant amounts. Make sure all the information you enter into the Cultural Data Profile is accurate!

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, 2017, 2018, 2019 and 2020 with its 2022 Art & Culture Grant application.

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.

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

Program Merit & Strength

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

You will provide the official mission statement for the organization in your Organization's Profile in Zengine. Be sure to provide only 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 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 your organization or type of artistic discipline are well known. Introduce the organization and provide details to describe where you are as an organization today.

*** 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!

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

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***Respond thoughtfully. Your responses for the Community Impact section of the application convey 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 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 a high priority for PCF. Share details that provide a clear picture 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 the impact or value your work has on the profile of the City or the residents of Philadelphia.

Operations & Managerial Capacity
Effective and stable operations

Every organization is different.

Demonstrate 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. 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?

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

Ability to Plan & Evaluate
Intentional and reflective approach to its operations and programming.

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

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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.

In this time of extreme disruption for arts organizations due to the pandemic, planning is constant and dynamic. And important. The age or maturity of the organization as well as the organization's budget size are considered when evaluating your ability to plan and assess. Organizations with budgets below $150,000 may attach board minutes, a work plan, etc., as an example of their planning. Larger organizations might attach a current business plan to show evidence of its planning.

*** Think carefully about which document or tool to share. Which could amplify the organization's ability to archive its goals operationally or programmatically even during this dynamic time? 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.***

Leadership & Governance
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. The age, nonprofit structure and budget range of your organization will be considered.

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***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 or attach their board list. This is about <u>your</u> group, and this is your opportunity to describe your independence and ability to draw leadership and community buy-in to your mission-based work.

Integrity & Fiscal Responsibility
Robust financial systems and practices are in place

Describe 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.

The age or maturity of the organization as well as the organization's budget size are considered when reviewing your responses and the following required attachments: the current and past fiscal year operating budgets, 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. Budgets that are underdeveloped, poorly formatted, difficult to read, inconsistent with other financials, or contain typos could unintentionally convey disorder.

****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** section of the application.****
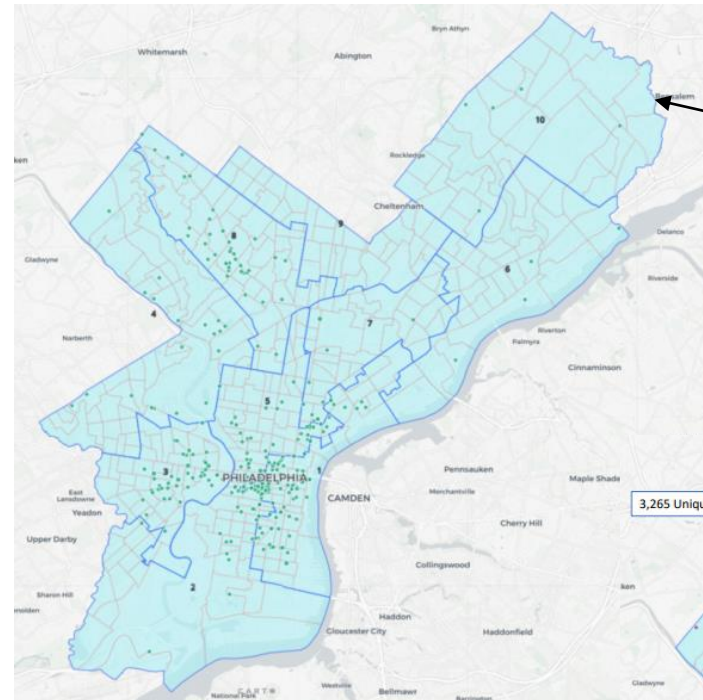
Art & Culture Sector Impacts for the City of Philadelphia and the 2022 Program Locations Form

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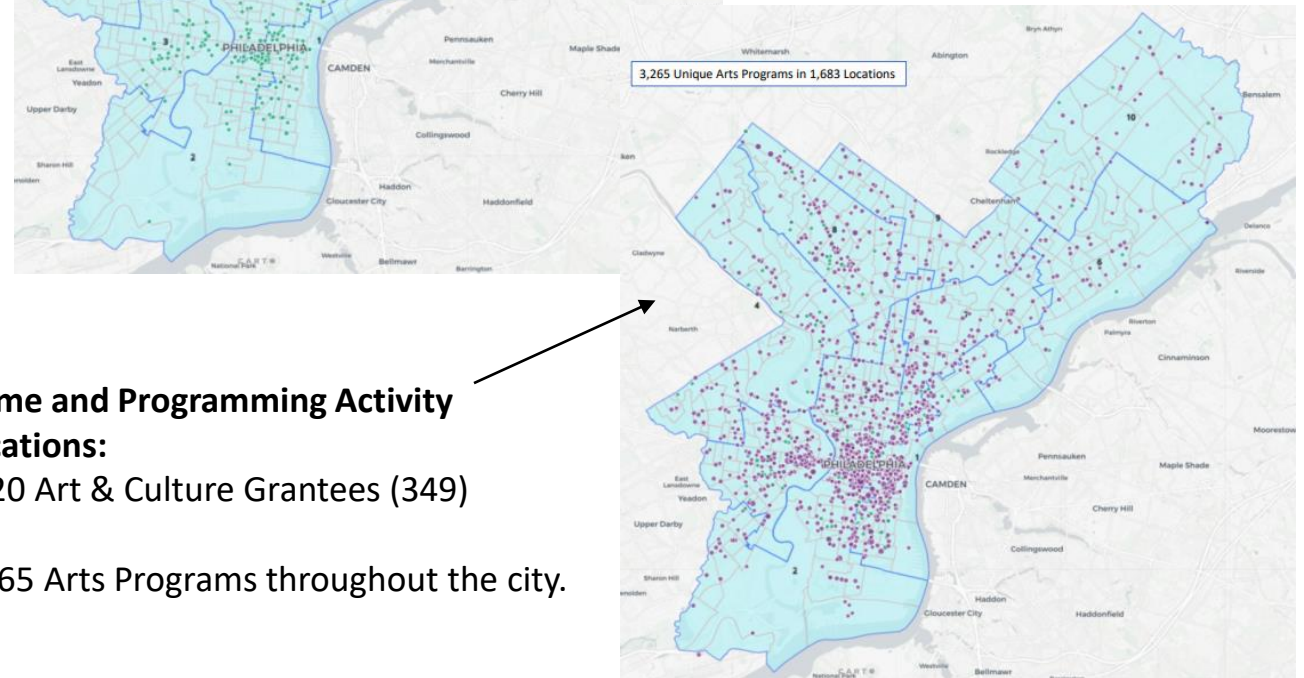
Please read and answer the questions in this section carefully. Each question is unique and the accuracy of your responses important. Your organization's responses are not weighed when determining the organization's eligibility for funding. Data received from grantee organizations will be reported in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

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

Look at what we are doing together!

Home Locations (official grantee addresses):
2020 Art & Culture Grantees (349)

Home and Programming Activity Locations:
2020 Art & Culture Grantees (349)

3,265 Arts Programs throughout the city.

General Tips for All Applicants

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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, save the file as a PDF and attach to your application. Limit videos to five minutes or less. Provide a sample for a fuller understanding of your organization and its programming thanks to your thoughtful narrative and now additional documentation.

Zengine Grant Management System and Internet Browsers
PCF uses an online grants management system in Wizehive called Zengine.

Zengine officially supports the latest versions of Chrome, Firefox, Safari, Microsoft Edge and Internet Explorer. ***Use this link to download the latest version of your supported browser if needed.***

General Tips for All Applicants (continued)

Use your time wisely

The Art & Culture Grant application consists of 3 sections in Zengine: an organizational profile; the 2022 Art & Culture Grant Application form; and the Art & Culture Sector Impacts for the City of Philadelphia section. The application may require input from several people at your organization. Allow time to answer all questions fully and accurately before you submit. Once submitted, no changes can be made.

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

The 2022 Art & Culture Grant Application deadline is Friday, December 17 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!