

Guidelines for Grassroots Arts Program Subgrants



Since 1977, the North Carolina Arts Council's Grassroots Arts Program (GAP) has provided North Carolina citizens access to quality arts experiences. The program distributes funds for the arts in all 100 counties of the state primarily through partnerships with local arts councils.

Eligibility for Application

- All organizations must have been in operation for at least one year. While nonprofit 501(c)(3) status is preferred, organizations that are nonprofit in nature may also apply.
- All organizations must reside and carry out projects within the county they are applying for funds.
- Individuals are not eligible to apply for Grassroots Arts funds.
- Applications and support materials must be completed and received by the due date.
- All projects must take place between July 1, 2023 and June 15, 2024.
- Grant amounts range from \$500 and up.

Application Submission & Deadline

2023-2024 Grassroots Subgrant Application forms may be downloaded from the Stanly County Arts Council's website at <https://www.stanlycountyartscouncil.org/grants-and-funding>. All applications must be received by the Stanly County Arts Council by **September 22, 2023**. Applications must be mailed or hand-delivered to 26032-G Newt Rd. Albemarle, NC 28001.

What the Grassroots Arts Program Funds

Grassroots Arts Program funds may be used for expenditures to conduct quality arts programs or operate an arts organization. Typical uses of Grassroots money include:

- Program expenses such as professional artists' fees and travel, space rental, advertising, marketing and publicity, website and electronic media, scripts, costumes, sets, props, music and equipment rental.
- Operating expenses for qualified arts organizations not already receiving operating support from the N.C. Arts Council. These can include salaries, telephone, office supplies, printing, postage, rent, utilities, insurance and equipment rental.

Priorities for Funding

The first priority of the Grassroots Arts subgrant program is to provide operating or program support to qualified arts organizations not already receiving or eligible to receive support from the N.C. Arts Council. These include theaters, symphonies, galleries, art guilds, choral societies, dance companies, folk arts societies, writers' groups and arts festivals, among others.

The second priority of the Grassroots Arts subgrant program is to support arts learning and arts in education programs conducted by qualified artists. These can be artist residencies in schools, afterschool or summer camps or adult arts learning classes.

The third priority of Grassroots Arts subgrants is to community, civic and municipal organizations. These programs must be conducted by qualified artists.

Funding Policies

- Tribal organizations that receive Grassroots funds must represent state or federally recognized tribes.
- Colleges, universities and libraries may receive grants for arts programs that are community-based or generate regional arts involvement. Grants may not support their internal programs, administration or operation expenses (library books, band boosters, equipment purchases).
- Subgrants may not be awarded to individuals or to organizations for prizes, competitions, tuition, or financial rewards.
- Religious organizations or churches may not receive Grassroots funds unless the programs are presented outside regular church services, engage the larger community and do not contain religious content.
- Grassroots funds may not be used for activities associated with a school's internal arts programs such as in-school student performances, the purchase of art supplies, or student arts competitions and publications.
- Municipalities (city/county governments) may receive grants for arts programs which use qualified artists to conduct programs that involve the greater community. Grants may not support internal programs, administration or operating expenses.

Amendments for 2022-2024 Grassroots grant cycles:

- Grassroots funds may be used for equipment purchase.
- Grassroots funds may be used for small-scale capital projects. Up to \$25,000 total can be spent on a capital project for the DCP's facility. Additionally, sub-grants up to \$25,000 can be awarded for capital projects for arts facilities in the county. In both cases, \$25,000 is the maximum amount designated for any given project cumulative for the two-year period.
- Grassroots grants can build sustainability of the arts ecosystem within each county (beyond projects, investing in operations, and staff).
- Develop new relationships with arts organizations that have not been previously engaged.
- Grassroots Grants can be used to invest in capacity building for arts organizations (shared trainings, specific capacity-building tailored for individual organizations, strategic planning, board training, etc.).

To ensure that Grassroots arts programs reflect the racial and ethnic diversity of our state, each DCP is required to spend a percentage of its annual county allotment on programming that reflects African American, Asian American, Latino and Native American cultures. The requirement can be met in the following ways:

- The DCP may hire artists, teaching artists, or ensembles of color* to conduct arts programs.
- The DCP may award subgrants to African American, Asian American, Latino, or Native American organizations. The organization does not have to be an arts organization, but the funds must be used for arts programming.
- The DCP may award subgrants to other organizations to hire artists or ensembles of color* to conduct arts programs.
- The DCP may award subgrants to African American, Asian American, Latino, or Native American arts groups to hire an organizational consultant to provide technical assistance and capacity building for the organization. This option must be pre-approved by the Arts in Communities Director. In addition, the organization must be provided with a choice of professional consultants to conduct the work.
- The DCP may facilitate diversity, equity, accessibility, and inclusion (DEAI) training programs for arts leaders in the county. The consultants hired to provide the training must have a professional track-record of leading DEAI work and must have multi-cultural representation on the team. This option must be pre-approved by the Arts in Communities Director.

**The majority of ensemble artists must be African American, Asian American, Latino, and/or Native American.*

Grassroots Arts Program money may not be used for the following kinds of expenditures:

- Art, music, and dance therapists
- Artifacts
- Purchase artwork
- Purchase equipment or art supplies – *Does not apply for the 2022-2024 grant cycles!*
- Capital expenditures or equipment – *Does not apply for the 2022-2024 grant cycles!*
- Contingency funds
- Deficit reduction
- Fundraising events
- Food or beverages for hospitality or entertainment functions
- School band activities or equipment
- School choral activities
- Lobbying expenses
- Oral history and history projects
- Tuition for academic study
- Interest on loans, fines, or litigation costs

Grassroots Arts Program Subgrant Requirements



Matching Requirement

All subgrantees must match their grant amounts dollar for dollar. The funds must come from other public or private sources. Other N.C. Arts Council funds cannot be used as a match.

North Carolina Arts Council Recognition

Subgrantees must acknowledge the N.C. Arts Council's support of their event or projects by including the N.C. Arts Council's logo, and funding credit line in all print and promotional materials related to the grant. The N.C. Arts Council's website offers information and downloadable logos at <https://www.ncarts.org/grants-resources/resources/logo-branding-materials>.

Reporting Requirements

Each subgrantee is required to submit a final report providing a detailed description of the funded project, participation statistics and demographics, sample marketing and program materials using the N.C. Arts Council credit line and logo, and copies of their legislative letters. The Subgrant Final Report form can be downloaded from the Stanly County Arts Council's website <https://stanlycountyartscouncil.org/grants-and-funding/>. Final Reports must be mailed or hand-delivered to the Stanly County Arts Council by **May 31, 2024**.

Legislative Letters

Applicants are required to write their state representatives to thank them for appropriating Grassroots funds. The letter should provide information about how Grassroots funds were used to support your program or project, and the community impact of the event. A copy of all letters to legislators must be included in the final report materials.

How Subgrant Applications Are Evaluated

Subgrant applications are reviewed by a diverse panel of community members including artists, county, public officials and arts council board members among others. The panel evaluates each application based on the subgrant guidelines and the following criteria:

- Artistic quality of proposed project or programs
- Community impact of project or programs
- Ability to plan and implement project
- Stability and fiscal responsibility of the organization

Panelists discuss and score the grant using an established rating system. The subgrant panel's funding decisions are then presented as recommendations to the Stanly County Arts Council's Board of Directors. The board votes and gives final approval to the subgrant panel's recommendations.

Questions and Assistance

If applicants have questions or need assistance, please contact Renee VanHorn, Executive Director of the Stanly County Arts Council, by email at www.stanlycountyartscouncil1974@gmail.com, or call 704-982-8118 and leave a message, or call 704-984-8357. Individual Grant Orientations are available upon request. New applicants are highly encouraged to apply.