

North Carolina Arts Council Grassroots Arts Program Subgranting Guidelines 2024-2025



Eligibility

- Organizations must have been in operation for at least one year to be eligible to receive a subgrant. While nonprofit 501(c)(3) status is preferred, organizations that are nonprofit in nature may also receive Grassroots Arts Program subgrants. Grassroots partners may require unincorporated nonprofits to have a fiscal agent to receive the funds on their behalf.
- All organizations must reside and carry out projects within Stanly County.
- Individuals are not eligible to apply for Grassroots Arts funds.
- Projects must take place between July 1, 2024, and June 15, 2025.
- Only complete applications received by the due date will be considered.
- Subgrants may not be awarded to arts organizations that already receive operating support directly from the N.C. Arts Council
- Grant amounts range from \$500 and up.

Application Submission & Deadline

2024-2025 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 20, 2024**. Applications must be mailed or hand-delivered to 26032-G Newt Rd. Albemarle, NC 28001.

What the grant will fund

- Program expenses for projects of high artistic merit including artist fees and travel, space rental, marketing, advertising, costumes, sets, props, and equipment rental.
- Limited operating expenses for arts organizations only.

Examples of arts programs that are commonly supported with Grassroots funds are:

- Performances
- Festivals
- Art exhibitions
- Arts camps and after-school programs
- Artist residencies for K-12 schools
- Artist fees for classes and workshops
- Marketing expenses for art walks and studio tours
- Royalties, props, sets, and costumes for theater performances

- Equipment rental for arts programming
- Space rental for arts programming

What the grant will not fund

- Individual applicants
 - Prizes, competitions, scholarships, tuition, or financial awards
 - Art supplies or equipment purchases
 - Fundraising events
 - Purchase of artwork
 - Food or beverages for hospitality or entertainment functions
 - Capital expenditures
 - Internal school programs such as band activities or equipment or choral activities
 - Oral history and history projects
 - Interest on loans, fines, or litigation costs
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Additional Funding Policies

1. Tribal organizations that receive Grassroots funds must represent state or federally recognized tribes. North Carolina's state-recognized tribes are Coharie Tribe, Eastern Band of Cherokee, Haliwa-Saponi Tribe, Lumbee Tribe, Meherrin Tribe, Occaneechi Band of Saponi Nation, Sappony Tribe, and the Waccamaw Siouan Tribe. An approved list of tribes can be found at www.doa.nc.gov/divisions/american-indian-affairs/nc-tribes.
2. 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 operating expenses (e.g., library books, band activities, equipment purchases).
3. 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.
4. 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.
5. Grassroots funds may be used for student transportation to regional arts exhibits and programs on a limited basis. Prior approval from the Arts in Communities director is required, and documentation of the expense must be included in the organization's final report.
6. Municipalities (city/county government) and community organizations may receive grants for arts programs that use qualified artists to conduct programs that involve the greater community. Grants may not support internal programs, administration, or operating expenses.
7. Because the N.C. Symphony is a state agency and receives state funds, including funds specifically for its touring and education programs, no Grassroots funds may be granted to the N.C. Symphony or the N.C. Symphony Foundation or to pay for performances or education programs of the N.C. Symphony.

Racial and Cultural Diversity

To ensure that Grassroots-funded arts programs reflect the diversity of our state, a percentage of the grant must be used to hire artists of color (African American, Asian American, Latino, and Native American) or support African American, Asian American, Latino, or Native American led organizations. The organization does not have to be an arts organization, but the funds must be used for arts programming. This requirement is met through supporting arts programming conducted by artists, ensembles, or organizations of color.* It is not reached by counting or estimating the percentage of audience members or participants of color.

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

Priorities for Funding

1. Applications that support qualified arts organizations, such as theaters, symphonies, galleries, art guilds, choral societies, dance companies, folk arts societies, writer's groups, and arts festivals.
2. Applications that support arts learning and arts-in-education programs or projects conducted by qualified artists. These can be artist residencies in schools, after-school programs, summer camps, or adult arts learning classes.
3. Applicants that support community, civic, and municipal organizations that provide high-quality arts experiences for the greater community. These programs must be conducted by qualified artists.

Criteria for Evaluation

A local panel of volunteers will adjudicate the Grassroots Applications based on the following criteria:

- Artistic quality of the proposed project
- Community impact of project or program
- 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.

REQUIREMENTS OF THE GRASSROOTS GRANT

Matching Funds

The Grassroots Arts Program legislation requires that the grant be matched dollar for dollar with cash from local sources during the applicable fiscal year. Neither Grassroots allocations nor the matching funds may be used to match any other N.C. Arts Council grant. All matching funds must be documented as part of the final report for the grant at the end of the fiscal year.

North Carolina Arts Council & Stanly County Arts Council Logo Usage

All subgrant recipients are required to prominently display the Stanly County and North Carolina Arts Council logo with tagline and credit lines on-site at funded events and in all digital and printed publicity materials including websites, electronic newsletters, and in as many materials and places as possible. To access the N.C. Arts Council logo and branding materials, visit <https://www.ncarts.org/grants-resources/resources/logo-branding-materials>

Reporting and documentation requirements

Subgrant awardees must complete a final report to document the use of the funds, share participant statistics and demographics, provide verification of matching funds, demonstrate examples of the use of the N.C. Arts Council's logo and credit line, and copies of their legislative letters. Subgrantees must also submit a No Overdue Tax Form. 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, 2025.](#)

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.

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.