



**United Arts Fund of Columbus (UAF)
Columbus Area Arts Council (CAAC)
FY12 General Operating Support (GOS) Guidelines**

Question regarding this grant program may be directed to:

Regional Coordinator

Columbus Area Arts Council

417 Third Street, Columbus, IN 47201

Telephone: 812/ 376-2535 FAX: 812/376-2589 E-mail: JKUEHL@artsINColumbus.org

GOS Program Timeline

February 15, 2011:	Letter of Intent deadline
April 1, 2011:	*Applications due in the CAAC office by 5:00 P.M.
May 2011:	Panelists meet to review applications
July 1, 2011 - June 30, 2012:	**Activity period
July 2011:	CAAC board ratifies awards
	Grant agreements processed
	First payment (25% of award) disbursed
September 2011:	Second payment (25% of award) disbursed
December 2011:	Third payment (25% of award) disbursed
April 30, 2012:	Final Grant Reports (FGR) due
May 2012:	Fourth payment (25% of award) disbursed

***Application Deadline:** April 1, 2011
Applications must be received in the Arts Council's office by 5:00 P.M. on the deadline date. Applications submitted via e-mail or fax will not be accepted.

****Funding Period:** July 1, 2011 - June 30, 2012. Submitted budgets must represent this time period. Attached financial statements must reflect the most recently completed fiscal year of the organization.

TOTAL NUMBER OF COPIES TO SUBMIT INCLUDING ORIGINAL: 6



MISSION OF THE UNITED ARTS FUND OF COLUMBUS

The purpose of the United Arts Fund of Columbus is to help the community flourish by advancing and supporting arts, culture and heritage arts. Through fundraising and grants making the goals are to enrich our culture, nourish our social lives, enhance our community and develop our youth.

PROGRAM GUIDELINES

GENERAL OPERATING SUPPORT (GOS)

OBJECTIVES

To provide general public access to quality activities related to arts, culture and history within Bartholomew County. These activities shall be made available to people lacking access to arts programs, services, or resources due to geographic location, low income, age, race/ethnicity, cultural differences, disability, or other circumstances.

WHO MAY APPLY

All organizations must meet the general requirements to apply.

Maximum Request: Up to 20% of most recently completed fiscal year's operating income or \$10,000, which ever is less

Minimum Request: \$1,500

ELIGIBLE ACTIVITIES

The General Operating Support Program (GOS) provides support for the organization's administrative functions for a full year of services. Operating expenses may include but are not limited to salaries, administrative fees, staff development and training, space and equipment rental, promotion, and production costs, etc., needed to support the organization's yearly activities.

GENERAL ELIGIBILITY REQUIREMENTS

For a grant through this program an organization must:

1. Be classified as a non-profit organization.
2. Be able to demonstrate non-profit and/or tax-exempt status in Indiana at the time of application.
3. Be able to match grant request on a dollar for dollar basis. The match may consist of cash and in-kind contributions. The cash portion must be at least 50% of the match.
4. Principal office and programs in Bartholomew County.
5. Comply with all applicable federal, state and local laws and ordinances including but not limited to those which prohibit discrimination on the basis of race, color, national origin, sex, age or disability.
6. Have no outstanding overdue UAF of Columbus Final Grant Reports.
7. Arts, cultural development or public history programming and/or service as its **primary** mission.
8. At least a two-year history of programming/service delivery to the general public in at least four (4) months of the year.
9. A current strategic plan for at least a three-year period.
10. An annual process for program planning and evaluation with input from the community to be served.
11. A governing body that is representative of the organization's service area that meets at least quarterly and operates under a set of bylaws
12. An annual independent examination of finances conducted by a qualified individual or organization (may be an audit, review, or compilation).
13. A full time or equivalent paid administrative staff person(s) who reports to the governing body

GENERAL RESTRICTIONS

*The United Fund Drive funds **cannot** be used for*

1. cash reserves; deficit reduction, or deficit elimination;
2. activities not associated with arts and cultural programs and services;
3. project expenses outside the state fiscal year July 1, 2011 - June 30, 2012.
4. activities that are solely for the purpose of fundraising; private functions, religious services, lobbying activities, or any non-public activity.
5. In addition one application per organization is allowed unless it is acting as a fiscal sponsor.

APPLICATION REVIEW PROCESS

APPLICATION DEADLINE: April 1st, 2011 (5:00 p.m.)

Applicants will be notified by telephone of errors that make the application **ineligible for review**. Applicants will have **three (3) business days** from the date of first notification to make the necessary changes to their applications, including adding, deleting, or revising information. If not corrected within the three-day grace period, applications will be ineligible for review. (CAAC will dispose of ineligible applications not claimed after 30 days.)

ADVISORY PANEL REVIEW

Advisory panels will be composed of persons from within Bartholomew County who are knowledgeable in the arts, not-for-profit management, and/or community development.

Panelists will review all applications and evaluate how well each addresses three criteria (quality, community impact/public benefit, and management). Following each panel meeting, CAAC will use a funding formula that takes into consideration the panel's ratings and available funds to determine funding recommendations.

RATIFICATION

The Board of Directors of the Columbus Area Arts Council will review and ratify all funding recommendations.

EVALUATION OF THE CRITERIA

Panelists will score your application based on the following three criteria.

QUALITY (30 points) The proposed activities, project or services will be of the highest quality possible in relation to the community.

- The goals and objectives of the proposed activities are clearly explained and are consistent with the organization's mission and long-range plans.
- The artistic goals and program design are consistent with the organization's resources.
- Artists, staff, community members and others will be involved in planning, implementing, and evaluating the project activities.
- There is evidence of creative and innovative approaches to programming and a clearly defined process to evaluate the quality of the programs..
- The project design contains and refers to educational activities, past programs and community reception.
- There appears to be a sufficient number of qualified paid or volunteer personnel to carry out the proposed activities.
- The audience has been clearly identified and estimated attendance figures appear reasonable.

COMMUNITY IMPACT/PUBLIC BENEFIT (40 points) The significant impact on the community the organization serves.

- Proposed activities will be made accessible and marketed to persons with disabilities and other special needs.
- The organization's constituent base is clearly defined.
- There is evidence of educational and/or outreach initiatives in support of the organization's mission
- The plan for serving traditionally under-served populations in program activities is clearly described.
- Appropriate promotional efforts will be made to inform the general public about activities and broaden community involvement including volunteers.
- The project will contribute to the long-term growth of the arts and the quality of life in the community.
- The need for this program/service is clearly stated and supported
- There is evidence of collaborations with other organizations to expand the effectiveness of program opportunities.

MANAGEMENT (30 points) The organization delivering the proposed activities, project or services will be well managed.

- Project evaluation will include assessment of impact on the people served. Community feedback will be used to evaluate project success in achieving its goals.
- The implementation timetable is clearly explained and provides sufficient detail.
- Estimated expenses and budget appear reasonable.
- There is a person or group who is assigned to manage the project operation, and their qualifications have been clearly explained.
- There is a plan that clearly explains what changes will be made to the proposed activities if all the requested funding is not granted
- There is demonstration of ability to generate income from diverse sources and the presence of an effective fundraising program
- There is evidence of an appropriate organizational structure that includes staff, board members and artists.

WHAT HAPPENS WHEN A GRANT IS RECEIVED

A. NOTIFICATION AND FIRST PAYMENT

All applicants will be notified in writing of grant decisions by late July 2011. Grantees will receive packets containing an award letter, a service contract and other pertinent materials that must be completed, signed and returned to the Columbus Area Arts Council before the grantee's first payment can be processed.

B. GRANT AGREEMENT

Submission of a signed Grant Agreement: Grantees are expected to attend any meeting or reception regarding grant agreements or awards. Organizations receiving a grant enter into a contractual agreement with CAAC stating the obligations of the two parties. This agreement is mailed with award notice and must be signed and returned to CAAC before the first payment may be disbursed.

The agreement specifies the conditions under which the grant is given and, when signed, that the grantee accepts the conditions. The “authorizing official,” the person in the organization legally designated to enter into a contract on behalf of the organization, must sign the agreement. The grant agreement will give specific detail regarding proper acknowledgement and credit.

C. ACKNOWLEDGEMENT AND CREDIT

Grantees **MUST** credit the United Arts Fund of Columbus for its support in ALL publicity and printed materials. Logos and credit lines must be included in a prominent location and type size in all advertising, title panels, catalogues, flyers, posters, literature, film/video credits, news releases, printed programs, public broadcasts, promotion, and publicity. The Columbus Area Arts Council has made the official United Arts Fund logo available for download at the United Arts Fund webpage of www.artsincolumbus.org.

At public events, UAF of Columbus support acknowledgement signs and or banner must be prominently displayed. The Columbus Area Arts Council will supply the signs and banner. Grantees are responsible for the pick-up and return of all UAF of Columbus signage.

The credit line for activities receiving GOS funding should read:

Supported by United Arts Fund of Columbus.
The arts...Expect the unexpected

Failure to show proper acknowledgement will result in a reduction of 5 points from the total score of the next application.

PARTICIPATION

All GOS applicants receiving United Arts Fund of Columbus monies will be required to participate in no less than three activities associated with the Columbus Area Arts Council.

The three areas of participation are:

- CAAC annual gala UnCommon Cause or other fundraising event
- CAAC work place giving campaign
- CAAC programs that involve performances or community activities

The expectations of each recipient will be detailed in the Grant Agreement. These expectations will be unique to each grantee and will be based on the organization's capacity to fulfill the obligations. Failure to participate in these activities may result in a reduction of points from the GOS score of the next application.

D. GRANTEE CHANGES AFFECTING THE FUNDED PROJECT

During the period of time covered by the contract, the grantee must give prior written notice to the Columbus Area Arts Council of any major organizational changes which may affect the funded project/activities, such as significant changes in budget, personnel, dates, scope of activities, etc.

E. FINAL GRANT REPORT

All grantees must submit a final grant report following the grant's ending date. The deadline for submitting the final report will be identified in your contract. The Columbus Area Arts Council will provide the final grant payment following receipt and review of the final grant report.

F. ARTS PROGRAM MONITORING

The Columbus Area Arts Council will monitor organizations funded by United Arts Fund of Columbus.

G. RECORD RETENTION

Grantees must provide access to any books, records, documents and papers pertaining to the grant for purposes of program or financial review by the Columbus Area Arts Council or the IAC. Adequate records need to be maintained to substantiate all financial and program information reported to the Columbus Area Arts Council for a period of no fewer than three years.

GENERAL INSTRUCTIONS FOR SUBMITTING YOUR APPLICATION

Handwritten applications will **NOT** be accepted. Use typeface or fonts **NO** smaller than 11-point. Copies should be double-sided, and three hole punched. All pages should be **CLEARLY LABELED** and numbered.

Application must be complete. Review checklist for all required documents. Additional unrequested material may make your application **INELIGIBLE**.

Submit the correct number of copies for all material. The “**ORIGINAL**” application must bear the actual signature of the authorized official and cannot be photocopied or a computer generated signature. Additional photocopies must be legible.

Keep a copy of the completed, signed application for your own files.

SUGGESTIONS ON GRANT WRITING

Grant writing does not require specialized training or expertise. To assist all applicants, CAAC will offer one-on-one consultations. In addition, staff members are only a phone call away if you have any questions about information contained in this packet. CAAC staff is available to assist you in the preparation of your proposal.

Successful grant applications contain clear, concisely written descriptions of arts programming, agency operations and management, and community outreach that demonstrate how a grant proposal meets all guidelines and evaluation criteria.

Read the guidelines thoroughly before you begin to write the application. Follow the application instructions carefully. There are both general instructions and program-specific instructions. Call CAAC for clarification or with questions.

Write the application with the assumption that its reader does not know the applicant organization. Avoid jargon or abbreviations that are not familiar to the general public. The narrative should document your proposal and organization; it is not a marketing or creative writing piece.

Have someone not closely associated with the applicant organization read a draft of the application to see if it communicates what is intended.

Construct your budget based upon artistic and organizational goals. *Estimate your expenditures and revenues realistically.*

Apply by the appropriate deadline; late applications will be returned without further consideration

SUBMITTING A NOTICE OF INTENT

Every applicant must submit a notice of intent to apply to CAAC by February 15, 2011. Your Notice will be reviewed. You will be notified within ten days that your Notice has been received.

You will not be contacted unless there are questions or comments about your proposal. Likewise, if you have questions, please contact the Regional Coordinator at 1 (812) 376 – 2535, or E-mail at jkuehl@artsincolumbus.org.

Submitting a notice of intent does not obligate you to submit a full proposal nor does it affect your chances of receiving funding. It's just an informative "heads-up" document for the CAAC.

Submit your notice by using the form on the following page. It requests basic information about your organization. The form also requests the category in which you plan to apply and the size of your annual budget.

To submit your notice of intent form, located on the next page, you must fax it to the Columbus Area Arts Council or send it via US Mail. If you use fax, make sure the full page is transmitted. Remember that your letter of intent must be received by 5:00 PM on February 15, 2011 for you to be eligible for funding. Electronic submissions will not be accepted.

You will be contacted within ten days that your letter has been received.

Send your notice of intent to:

Regional Coordinator
Columbus Area Arts Council
417 Third St.
Columbus IN, 47201

Fax: (812) 376 - 2589

NOTICE OF INTENT

Submit this form

Columbus Area Arts Council
417 Third St.
Columbus, IN 47201

Fax: (812) 376 - 2589

Applicant information (please type or print)

Legal name (name of incorporated entity)
(if different)

Familiar name

Mailing address

City

County

State ZIP

Contact person's name

Contact's phone number

Contact person's e-mail address

Proposal information

Approximate project or operating budget _____.

Approximate amount you will request _____.

In a few sentences using the space below, summarize the proposal for which you will be requesting funds:

**United Arts Fund of Columbus
Columbus Area Arts Council
FY12 GOS Program Application**

Application Deadline: April 1, 2011

Please respond to every space.

1. **Organizational Name:**
2. **Mailing Address:**
3. **Telephone:** **FAX:**
4. **E-mail Address:** **Website:**
5. **Federal I.D. Number:**
6. **Date of Incorporation:**
1. **Authorizing official, who signs application:**
8. **Telephone Number:** **E-mail Address:**
9. **Mailing Address:**
10. **Name of Person Preparing Application:**
11. **Telephone Number:** **E-mail Address:**
12. **Mailing Address:**
13. **Name of Activity:**
14. **Activity Dates:** **Beginning:** **End:**
15. **County(ies) served by this project:**
16. **State House Dist#** **State Senate Dist#** **U.S. Congress Dist#**
17. **Grant Request (not to exceed \$10,000):**
18. **Compliance Statement**

The undersigned certifies that s/he (1) is a principal officer of the Applicant with authority to obligate it, and (2) has read the guidelines incorporated herein by reference, and (3) will comply with all guidelines, including federal and state statutes prohibiting discrimination against any person on the basis of race, color, national origin, gender, age, religion, or physical or mental disability.

Signature, Authorizing Official

Date Signed

Page 1

Proposal Narrative (Submit responses to questions 19 –24 on a *maximum* of five pages of standard white 8 1/2" x 11" paper. Leave a 1-inch margin on all sides of the paper. **DO NOT** reduce type - 11 point or larger only.)

19. Purpose and Operation

What is your mission? Provide an overview of your organization's history and operation. Describe your process for budgeting and planning.

20. Governance and Management

Describe the responsibilities of your governing body. Describe key positions in management (staff and/or volunteer). Describe any anticipated changes in structure, staff or location. Describe artists involved with the operation of your organization.

21. Financial Status and Contingency Plan

Describe your current financial position. What plans are in place for long-term resources development and/or current deficit reduction? How will your operation be affected if the total amount requested is not received?

22. Educational Efforts

Describe the educational goals and activities of your programming and how they relate to your mission. How were the educational programs developed and how are they evaluated?

23. Audience and Marketing

How will you let people know about this activity? Describe your marketing plan. Who will benefit from this activity? How many people will you reach? Will your project be accessible to the handicapped?

24. Outcomes and Evaluation

Describe methods and activities for evaluating the value and impact of the project. Have past evaluation findings been used to improve programs and services?

25. Create a proposed timetable for your activity. (Duplicate as Needed)

Provide as much detail as possible including committee meeting and activity dates. List marketing deadlines and programming benchmarks. Specify person/group responsible for each deadline or activity.

26. Budget Proposal

FY 2012 GOS GRANT APPLICATION FORM

Estimated Expenses	
1. Artistic Professional Fees, Contracted Labor	\$
2. Educational Professional Fees, Contracted Labor	
3. Personnel – Employee compensation	
4. Facility Rental	
5. Travel/Transportation	
6. Marketing/Publicity/Promotion	
7. Printing/Postage/Telephone	
8. Other – specify	
9. Other – specify	
10. Other – specify	
TOTAL Expenses (must equal TOTAL income) \$	

PROPOSED INCOME	
11. Admission	\$
12. Individual Support – specify	
13. Government Support – specify	
14. Corporate Sponsorships	
15. Fundraising Events	
16. Other – specify	
17. GOS Requested Amount	
TOTAL Income (must equal TOTAL expenses) \$	

IN-KIND CONTRIBUTIONS	
18. Non-cash Donation-specify	\$
19. Non-cash Donation-specify	
20. Non-cash Donation-specify	
TOTAL In-Kind \$	

In-Kind Contributions

This is the value of donated materials and services. These are goods or professional services that will be donated to the project. Those who donate would normally receive payment for their efforts

27. Budget Line Item Detail

(Duplicate As Needed)

Provide a detailed line-by-line explanation of the budget, identifying what expenses and income (by source) are included in each segment of the budget. Provide sufficient detail so that reader can easily identify how the amount listed for each line item was derived. Follow the same sequence as in **Proposed Budget** for line items and descriptions.

28. The following data is required about your project. Estimates are acceptable.

NUMBER AND CHARACTERISTICS OF PEOPLE SERVED

Characteristic	All Person Served	Governing Body	Staff, Members & Volunteers	Artists Served
RACE/ETHNICITY	NUMBER	NUMBER	NUMBER	NUMBER
a. American Indian/Alaska Native				
b. Asian				
c. Black/African American				
d. Hispanic/Latino				
e. White, not Hispanic				
f. Native Hawaiian/Pacific Islander				
g. Total				
AGE				
h. Total Children (under 18)				
i. Total Seniors				
DISABILITY				
j. Total Persons with Disabilities				

29. Checklist

Please make sure that the following materials are submitted. Failure to include all required materials could result in the disqualification of your proposal.

One application with an original signature by the Authorizing Official and five copies (a total of six applications with attachments for each). Each application packet should be paper-clipped together and three hole punched, not in folders, binders or any other packaging.

Attachments:

- ◆ A Financial Statement of your organization's most recently completed fiscal year.
- ◆ List of Board Members
- ◆ Artist Information (if applicable) – promotional materials about programs
- ◆ Three examples of promotional materials from your organization

Examples on Timetable and Line Item Detail

Timetable Sample

TASK	PERSONNEL	DEADLINE
Make arrangements with performers	Planning Committee	06/07/11
Develop marketing plan	Publicity Committee	09/15/11
Confirm dates with auditorium manager	Production Director	11/30/11

Create a similar format starting from the planning stages all the way through post production and review.

Line Item Detail Sample

ESTIMATED EXPENSES

1. Personnel – Artistic	Joel O’Brien	\$300.00
	Volga River Dancers	<u>\$400.00</u>
		\$700.00
4. Facility Rental	Arlington Auditorium (2 days)	\$200.00
6. Marketing/Publicity	KOEL Radio 20 spots @\$10 each	\$200.00
	Coe Co. Dealer 2 half page ads	<u>\$100.00</u>
		\$300.00

PROPOSED INCOME

14. Admissions	300 tickets @ \$3.00	\$900.00
15. Other Revenue	Starmont Foundation	\$150.00

IN-KIND CONTRIBUTION

19. Donation	Whitford’s Music Store (PA system 2 days rental)	\$150.00
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