

## Purpose

Assist organizations of artistic merit to fulfill their mission

## Description

General Operating Grants are intended to provide a base of operating support to arts organizations in the community in recognition of the valuable programs and services they provide. General Operating Grants also contribute to the permanence of these organizations in the community and help ensure diverse artistic offerings and experiences for residents.

## Eligible Applicants

Organizations that meet all the basic eligibility requirements as stated in the PWC Arts Grants General Policies. **All applicant organizations not previously approved for the required number of General Operating Standard Form grant cycles must complete this application form**, the applicant is not eligible to submit the short form application.

### Form type requirements are as follows:

3 consecutive years of approved standard form, → 2 consecutive years of approved short form,  
→ 1 consecutive years of approved standard, → 2 consecutive years of approved short form. Repeat

## Eligible Activities

General operating expenses. Activities for the FY22 grant period must be completed between July 1, 2021, and June 30, 2022.

## Application Submission Deadline

Questions about the application should be directed to the Arts Council, Arts Recreation Specialist.

Applicants MUST submit the following **by 4:59pm Monday April 19, 2021**. NO EXCEPTIONS:

- **seven (7) IDENTICAL** and complete applications,
  - signed **Certification of Assurances must be** attached to each application with **original signatures** on at least one of these form attachments (copies are accepted for the other six applications)
- one (1) copy of current IRS letter verifying 501 (c) 3 status

For ease of review by the Grant Panel, collate application materials into individual folders or binder clipped packets with a cover page indicating the following:

1. FY2022 PWC Arts Grants
2. Applicant Name
3. Grant Type

Do **not** place submissions into sheet protectors. Please use numeric tabs only. If applicant does not submit identical applications as required, applications risk being declined for Panel review due to incompleteness. Application materials will not be accepted by fax machine or e-mail.

**Grant applications may be submitted in-person to front desk clerk (8am – 5pm) or by postal delivery, Attn: Arts Recreation Specialist, George Hellwig Admin Bldg 14420 Bristow Road, Manassas VA 20112**

## Amount of Assistance

All grants are subject to funds available from Prince William County. **Grant funds are not guaranteed to any organization.** Activities must be completed July 1, 2021 through June 30, 2022.

Previous support for an organization does NOT imply future support. To be considered for award, applications must be submitted each year and if found complete and eligible for Panel review, are evaluated in relation to all applications within the same grant type.

**No single organization can receive more than 25% of the total available County funds.**

Grant amounts for larger income-based organizations calculated through a mathematical formula based on total grant funds available and total number of eligible applicants to avoid any bias in determining a cap amount.

**GRANT AWARDS ARE SUBJECT TO AVAILABLE FUNDING FROM PRINCE WILLIAM COUNTY GOVERNMENT AND AVAILABILITY OF FUNDING DOES NOT NECESSITATE ALL APPLICANTS BE FUNDED.**

- 1) For organizations with annual budgets less than \$100,000, General Operating Grants are limited to 20% or less of previous year's eligible income.
- 2) For organizations with annual budgets of \$100,000 or more, General Operating Grants are limited to 15% or less of previous year's eligible income.
- 3) The percentage calculation is a maximum eligibility amount and should *not* be construed as a guarantee of funding.

Low priority will be given to organizations that do not show strong efforts to seek multiple funding resources. Previous support for an organization does not imply future support. Applications must be made each year and will be considered in relation to applications submitted by all organizations. All grants are subject to funds available from Prince William County.

### **Criteria for Evaluating Applications**

Each grant application will be evaluated according to the following criteria:

**Artistic Quality** (Maximum of 30 points)

- Artistic Management
- Program Development

**Financial Development** (Maximum of 25 points)

- Financial Statement
- Multiple Funding Resources and/or fundraising

**Effective Management** (Maximum of 20 points)

- Performance measurement – how the organization evaluates its programs/services and measures success

**Organizational Stability** (Maximum of 15 points)

- Demonstrated organizational stability from year to year, particularly since last grant application.
- Fulfillment of commitments for use of current year's grant funds (July 1, 2020 – June 30, 2021), if received
- Compliance with grant requirements and conditions during previous year.
- Response to Grant Panel concerns, if any, from previous FY21 Arts Grants review.

**Community Outreach** (Maximum of 10 points)

- Service to Community
  - Target audience(s) and how you reach those audiences.
  - Efforts to expand existing audience and attract new audiences
  - Efforts to reach a broader scope of diverse audiences including ethnicities and localities

Did you submit a Short-Form application last year?  Yes  No

How many approved Standard form G.O Grants have you received in recent consecutive years? \_\_\_\_\_

\_\_\_\_\_  
 Name of organization

\_\_\_\_\_  
 Address of organization

\_\_\_\_\_  
 City

\_\_\_\_\_  
 State

\_\_\_\_\_  
 Zip code

\_\_\_\_\_  
 Grant Contact Name

\_\_\_\_\_  
 Title

\_\_\_\_\_  
 Daytime Phone

\_\_\_\_\_  
 Fax

\_\_\_\_\_  
 E-mail

\_\_\_\_\_  
 Date of Incorporation

\_\_\_\_\_  
 Date of IRS 501(c)(3) status

\_\_\_\_\_  
 Federal Employer ID #

**Service to the Community**

Organization has 80% members or participants from the community or 70% of services or programs offered within Prince William County, Manassas and Manassas Park?

Yes  No *(See Guidelines. Explain if answer(s) is "no")*

**TOTAL Request of this Grant \$** \_\_\_\_\_

The undersigned certifies to the best of his/her knowledge the information in this application and its attachments is true and correct; the filing of this application has been duly authorized by the governing body of the applicant organization; the applicant agrees to comply with all the grant conditions cited above. The undersigned further certifies that he or she has the legal authority to obligate the applicant organization.

\_\_\_\_\_  
 Typed Name of Board President/Chairman

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Typed Name of Board Treasurer

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Typed Name of Executive Director *(if applicable)*

\_\_\_\_\_  
 Signature

## Application Instructions

Please type answers to all the following sections, following the numbered sequence. Identify your answers with both the heading and number of the section in bold type. Use a typeface of 10 points or larger. Use only 8 1/2" x 11" pages typed on one side. Do not exceed eight (8) pages of response text, excluding requested support documentation. Label the top of each application page with the name of the organization and the page number.

## Narrative

### Organizational Stability

1. Briefly describe major changes or developments, if any, experienced by your organization since the submission of your last grant application. This is an opportunity to let the Grant Panel know about any noteworthy successes, obstacles, or issues the applicant dealt with during the previous year and how this is affecting your organization.
2. If your organization received grant funds from Prince William County during FY21 grant year (July 1, 2020, to June 30, 2021), has your organization used the grant funds as indicated in that grant application? For example, have you conducted the activities, programs and services outlined in last year's application? If not, please explain why.
3. If the Grant Panel cited any concerns with your organization or application for FY21 Arts Grants review, please explain how your organization has addressed those concerns.

### Community Outreach

#### 1. Service to the Community

- a. Describe how your organization works to expand your existing audience and attract new audiences of individuals not typically served, including those of diverse ethnic backgrounds, youth, and broader community localities.
- b. Provide geographic data from the most recent year available regarding your audience at public activities (concerts, performances, classes, etc.). You can provide the data by zip code or by locality (city, county, etc.), depending on how you collect your data.

#### 2. Service to Students

- a. Describe how your organization connects with students and young people in our community.
- b. Describe any services your organization provides or partnerships your organization has with local school divisions and other educational organizations.

### Effective Management

1. How does your organization evaluate its programs and/or services? What are your criteria for measuring success?

### Financial Development

1. Financial Statement. The year-end financial reports or an audit listing total income and total expenses for the most recently completed fiscal year. Applicants with annual budgets over \$250,000 are required to submit an opinioned, audited financial statement.
2. If your organization's eligible income has increased or decreased by more than 20% from one fiscal year to the next, please explain the reasons for this change. If eligible income decreased by 20% or more, how does your organization plan to address this declining income level?
3. How do you fundraise and/or seek multiple funding resources?

### Artistic Quality

#### 1. Artistic Management

- a. Provide a brief statement of your organization's mission or primary purposes.

#### 2. Program Development - New Grant Year

- a. Describe any new or enhanced programming planned for the new grant year (July 1, 2021, to June 30, 2022).

**1) Activities.** Use the following format and list all activities, including performances, concerts, exhibits, auditions, workshops, master classes, etc.

a. The current FY21 cycle (July 1, 2020, through June 30, 2021).

| Date | Activity | Location | # of Artists participating | Attendance (note estimates when necessary) |
|------|----------|----------|----------------------------|--|
|      |          |          |                            |  |
|      |          |          |                            |  |
|      |          |          |                            |  |
|      |          |          |                            |  |
|      |          |          |                            |  |

b. Activities planned for the new grant year (July 1, 2021, through June 30, 2022). This provides important information about how your organization plans to use FY22 grant funds.

| Date | Activity | Location | # of Artists participating | Attendance (note estimates when necessary) |
|------|----------|----------|----------------------------|--|
|      |          |          |                            |  |
|      |          |          |                            |  |
|      |          |          |                            |  |
|      |          |          |                            |  |
|      |          |          |                            |  |

**Additional Requirements**

1. A list of the current Board of Directors/Trustees, including addresses and full-time professions. Indicate officers of the Board.
2. Evidence of Artistic Quality such as reviews or letters of commendation indicating purpose and quality or organization’s programming.
3. Set of sample Promotional Materials for your organization’s current season (i.e. flyers, programs).
4. Original Signature on at least one submission Certification of Assurances form. Also, keep a copy for your organization’s records.
5. ONE COPY ONLY of the letter from the Internal Revenue Service, dated within an 18-month period and showing your organization’s tax-exempt status attached in application submission.
6. ONE COPY ONLY of your organization’s current Bylaws attached in application submission.