



ASHEVILLE AREA
ARTS COUNCIL



North
Carolina
Arts
Council
*Fifty years
of leadership*

Grassroots Arts Program: Guidelines for Application

The 2019-20 Grassroots Arts Subgrant Application deadline is May 31st, 2019 at 5:00 p.m. via digital submission only. We are holding grants workshops on Monday, April 8th from 4:30 – 5:30 pm at the Enka-Candler Library, and Wednesday, April 17th from 4:00- 5:00 pm at the Refinery Creator Space, and Thursday, April 25 from 5:30-6:30 pm at Black Mountain Library.

Who may apply?

To be eligible, your organization must be able to answer **YES** to all of the following questions:

- Are you an organization?
- Have you been in operation for at least one year? (501(c)(3) status is preferred, but not required.)
- Do you have an arts mission—or do you have a program that uses the arts to help accomplish your mission?
- Are you based in Buncombe County?
- Do you carry out your work in Buncombe County?
- Can you submit your application and support materials by Friday, July 3, 2019?

What can we apply for?

Cash! Cash grants range from \$500 to \$5,000. We prefer to award gifts of \$500 or greater for two reasons: (1) We want our grants to have strong impact, and (2) There is significant required reporting for the subgrantee.

What activities are eligible?

Grassroots Arts Program funds may be used for expenditures to conduct quality arts programs or to operate an arts organization.

Typical uses of Grassroots money include:

- Program expenses such as artists' fees and travel, space rental, advertising, marketing and publicity, website and electronic media, scripts, costumes, sets, props, music and equipment rental or purchase.
- Operating expenses for arts organizations, including salaries, telephone, office supplies, printing, postage, rent, utilities, insurance and equipment rental or purchase.

Two particular areas of interest for the Asheville Area Arts Council are (1) local artist fees/fair payment of artists and (2) outreach to diverse and/or underserved communities.

Who gets funding priority?

- The **first priority** of the Grassroots Arts subgrant program is to provide operating or program support to qualified arts organizations including theaters, symphonies, galleries, art guilds, choral societies, dance companies, folk arts societies, writers' groups and arts festivals. We're talking about groups whose mission is all about making and sharing art.

- 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, after school summer camps, or adult arts learning classes.
- The **third priority** of Grassroots Arts subgrants is to support community organizations that provide quality art experiences for the greater community. These programs must be conducted by qualified artists—and if they're local artists, that's even better. But these local artists can't already be on your organization's staff! We can't support your non-arts org's payroll with these grants.

What are the policies for specific types of organizations?

- Tribal organizations that receive grassroots funds must represent state or federally recognized tribes.
- Colleges, universities, civic organizations, municipalities, 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).
- 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.

What will the Grassroots Arts Program decline to support?

Subgrants may **not** be awarded to individuals or to organizations for prizes or tuition, including scholarships and financial awards. Grassroots Arts Program money may **not** be used for the following kind of expenditures:

- Art, music, and dance therapy
- Art supplies
- Fundraising events
- Artifacts
- School band activities or equipment
- Artwork
- Interest on loans, fines, or litigation costs
- Capital expenditures
- Lobbying expenses
- Contingency funds
- Oral history and history projects
- Deficit reduction
- Tuition for academic study
- Food or beverages for hospitality or entertainment functions

When does my project need to take place?

The activity must occur between July 1 of the application year and June 30 of the following year, and all grant funds and matching funds must be spent during that time. Retroactive grant applications (for activities that occurred between July 1 and the Grassroots Grants Award announcements at the end of July) are allowable, but they do not tend to score as

well with grant panels. If you'd like to apply for support of a multi-year project, you can apply for the phase of the project that will happen in the current application year.

Is there a matching requirement?

Yes. All subgrantees are required to 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.

What is required of Grassroots Grant Recipients?

Each grant recipient will:

- **Complete the Grassroots Grant contract.** The grant award contract must be submitted to the Asheville Area Arts Council with a copy of your organization's **Conflict of Interest Policy, Certification of No Overdue Taxes, Board List, W9, and By-Laws.**
- **Use the Asheville Area Arts Council logo in all relevant publicity.** This includes listings in print materials, email blasts, web pages, and news releases. The Asheville Area Arts Council logo is available for download on our website [here](#).
- **Use the North Carolina Arts Council logo and grant acknowledgement line in all relevant publicity.** This includes listings in print materials, email blasts, web pages, and news releases. The NC Arts Council's web site offers information and downloadable logos, at ncarts.org.
- **Thank Buncombe County State senators and representatives in writing for appropriating state funding for the arts.** The letter should provide info about how Grassroots funds were used to support your program or project—as well as the community impact of the event. Copies of letters to legislators must be included in the subgrantee's final report.
- **File final reports on the use of the grant in a timely and thorough manner.** 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 and Asheville Area Arts Council logos, and copies of their legislative letters. Final reports must be completed online at the Reporting + Resources tab on this page by July 2, 2020.