INFORMATION SESSION

FY25 "How to Apply" Webinar
GFO "On Year" Application
Intended for those completing a full application in the "On Year" cycle OR are new to the GFO program
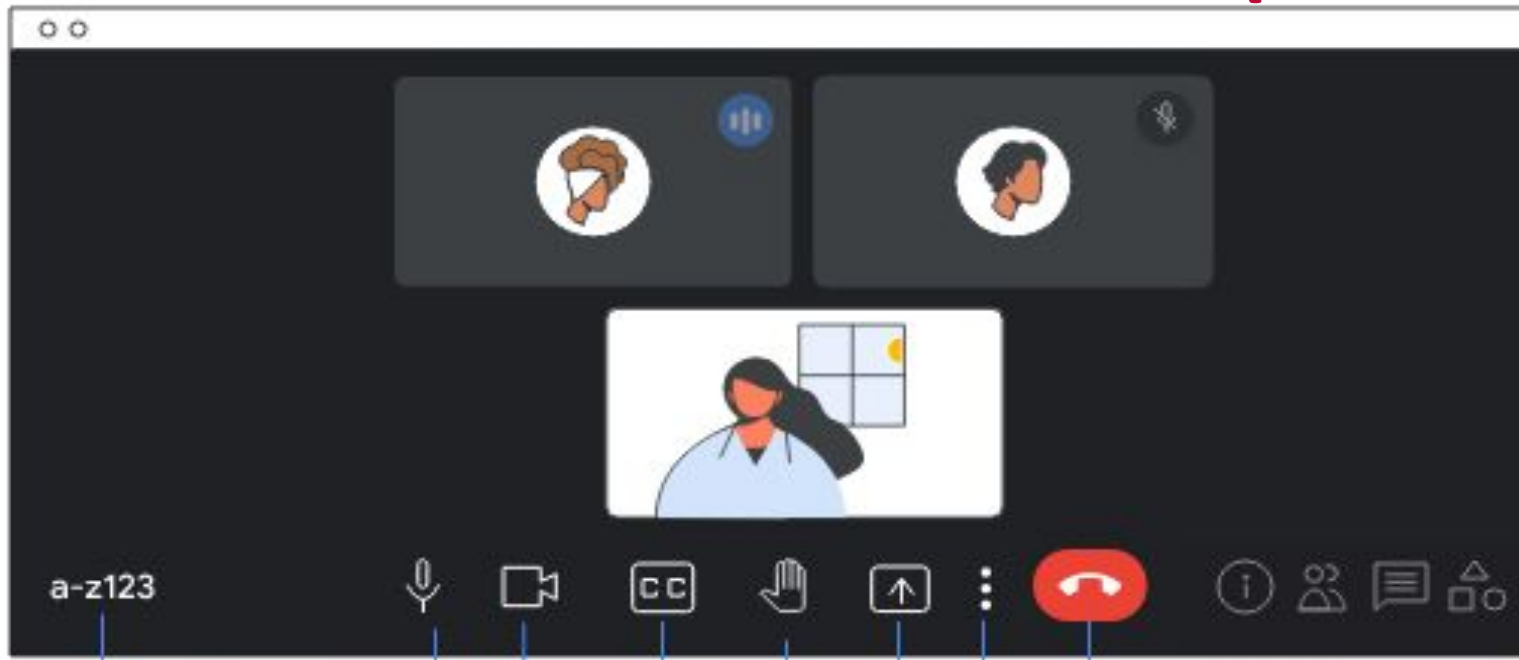
Monday, October 16, 12:00pm

Presented by:
Emily Sollenberger & Laura Weiss
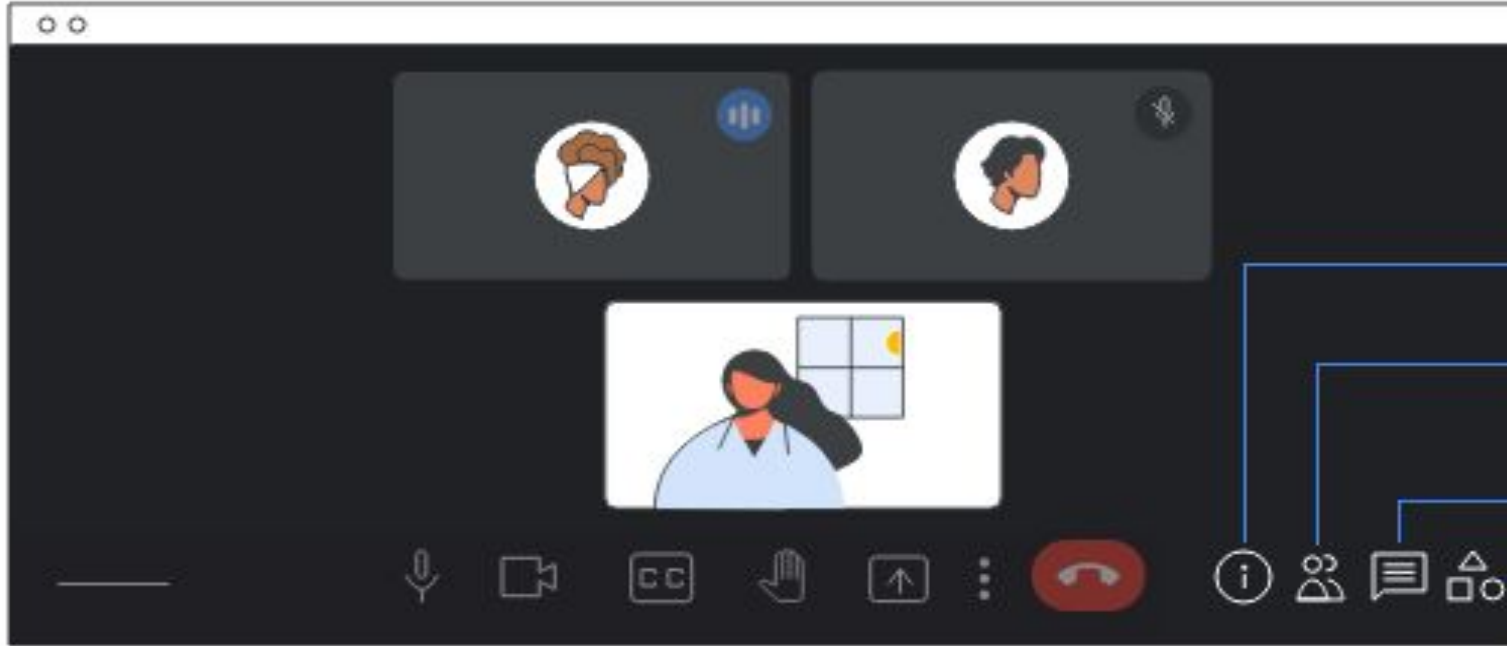Program Directors, Arts Services

GRANTS FOR
ORGANIZATIONS

a-z123

Meeting code

Turn mic on or off

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Reference Shot of Features (2 of 2)

- Share meeting details with guests
- View, remove, and pin participants, and invite more people
- Send chat messages
- Use Breakout rooms, Polls, Q&A and other meeting features

Land Acknowledgement Statement

We acknowledge the lands and waters now known as Maryland are the home of its first peoples: the Accohannock Indian Tribe, Assateague People's Tribe, Cedarville Band of Piscataway Indians, Choptico Band of Indians, Lenape Tribe, Nanticoke Tribe, Nause-Waiwash Band of Indians, Piscataway Conoy Tribe, Piscataway Indian Nation, Pocomoke Indian Nation, Susquehannock Indians, Youghiogheny River Band of Shawnee, and tribes in the Chesapeake watershed who have seemingly vanished since the coming of colonialism. We acknowledge that this land is now home to other tribal peoples living here in diaspora. We acknowledge the forced removal of many from the lands and waterways that nurtured them as kin. We acknowledge the degradation that continues to be wrought on the land and waters in pursuit of resources. We acknowledge the right of the land and waterways to heal so that they can continue to provide food and medicine for all. We acknowledge that it is our collective obligation to pursue policies and practices that respect the land and waters so that our reciprocal relationship with them can be fully restored.

Equity and Justice Statement

The arts celebrate our state's diversity, connect our shared humanity, and transform individuals and communities. The Maryland State Arts Council (MSAC) and its supporting collaborators are committed to advancing and modeling equity, diversity, accessibility, and inclusion in all aspects of our organizations and across communities of our state.
MSAC and its grantees are committed to embracing equity and non-discrimination regardless of race, religious creed, color, age, gender expression, sexual orientation, class, language, and/or ability.

Vision

The Maryland State Arts Council plays an essential role ensuring every person has access to the transformative power of the arts.

Mission

Maryland State Arts Council advances the arts in our state by providing leadership that champions creative expression, diverse programming, equitable access, lifelong learning, and the arts as a celebrated contributor to the quality of life for all the people of Maryland.

Goal 1. Increase Participation: Broaden MSAC's constituency, providing avenues designed to increase pathways to engagement

Goal 2. Provide Intentional Support: Embrace thoughtful and targeted approaches to serving known and yet to be known MSAC constituents

Goal 3. Build Capacity: Work strategically to further build organizational and governance capacity to ensure that MSAC is capable of vigorously delivering on its mission

Goal 4. Leverage Connections: Further enhance current relationships and involve additional partners, collaborators, and constituents who will benefit from and advance the work of MSAC

Goal 5. Bolster Maryland Arts: Showcase the high caliber, diverse and relevant work of Maryland's artists and arts organizations; their contributions to community vitality and MSAC's role as a catalyst

Creative Meeting Actions

Celebrate being in the space with other creative people.

Engage with everyone's presence as a gift.

Acknowledge that together we know a lot.

Enter the conversation with curiosity and inquiry.

Share your idea and trust that it will be heard.

Use "I" statements.

Focus your language on the task at hand.

Hold one another accountable with care.

Apply "Yes, and!" - "I hear your idea and I'm going to add to it!"

Balance speaking and listening.

MSAC Professional Development

Follow MSAC's Eventbrite page for updates about free professional development opportunities

- Topic-specific sessions on Financial Management, Legal Advice, Marketing Strategies, Strategic Planning, Board Engagement, and more.
- Coffee with the Council
- Creative Conversations
- Regional Arts Summits (in the fall)
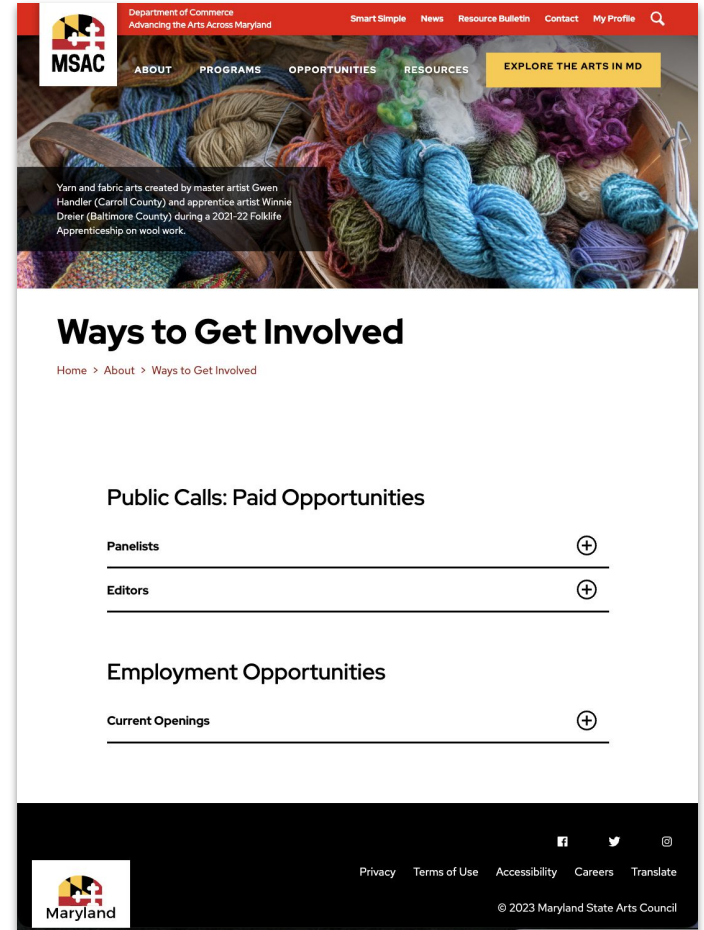- Maryland Arts Summit (visit mdarts.org)

Propose a topic by emailing msac.commerce@maryland.gov
Sign up for our mailing list at tinyurl.com/MSACMailingList

Ways to Get Involved

MSAC relies on a diverse array of constituents from across the state to give input in a variety of ways.

- Panelists evaluate applications
- Editors give input on program policies
- Schedule of public calls and details at msac.org/about/ways-get-involved
- Apply in SmartSimple
- Training and support
- Compensation provided for service

Today's Agenda

- Review of the Grants for Organizations Program
- GFO Timeline/Next Steps
- Application and Rubric
- Funding Formula
- Smart Simple
- Q&A

Note - this is an overview for the On Year Application only today. Information Session for "Off Year" applications will be held later on Monday, 10/30

Grants for Organizations Overview

Purpose of program:

- Provides operating support that strengthens and sustains Maryland's arts infrastructure
- In FY24, MSAC awarded nearly $18 million in GFO funding to 291 organizations across the state.

Application Deadline:

- On Year: Wednesday, November 15, 2023 at 11:59pm (**technical assistance will not be available after normal business hours**)

GFO - Who Can Apply?

If you are a returning applicant, you have already been accepted into the GFO program. You have been notified that you are in an "On Year" by discipline cycle or other circumstances.

If you are a new applicant, you would need to submit an Intent to Apply application (due September 15th of each year) and be accepted into the program. If you are a new organization that did not submit an Intent to Apply (or it wasn't approved), you will not be able to submit a Full Application for FY25 funding.

"On" versus "Off" Year Cycle

GFO has a 3-year cycle by artistic discipline. During your "On Year," your organization completes the full application process, including review by a panel, which determines your Panel Score, used to determine your funding.

During your "Off Years," your organization completes a shorter application.

FY25: Music, Literary, Visual/Media Arts

FY26: Music C, Dance, Multi-Discipline A

FY27: Theatre, Service, Folk/Traditional, Multi-Discipline B

FY28: Music, Literary, Visual/Media Arts

On versus Off Year Cycle

All <u>new organizations</u> complete a Full Application in the year they first submit a GFO application (no matter the discipline).

This application will be reviewed by a multi-disciplinary panel (unless your Discipline is in an On Year, and then you will be included in the appropriate discipline-specific panel).

If approved for FY25 funding, you will then fall into the Discipline cycle for future years.

The Review Process

The On-Year Application Process includes multiple steps (not just the written application!). The review includes:

- Initial review/score by panel of the written application submitted by the organization
- Two "Extension Assignments" completed by assigned panelists
  - Artistic Activity Visit
  - In-Depth Conversation
- Application review/scoring of financials by MSAC staff
- Culminates in the Panel Meeting, where panel takes all information provided in discussion, re-submit final scores

Extension Assignments

Panelists will be assigned to complete Extension Assignments for each organization.

Each organization will have one panelist conduct an Artistic Activity Visit and one panelist conduct an In-Depth Conversation *(2 different panelists - 2 different goals).*

It is up to the Panelist and the Organization to schedule these events/conversations. The Panelist will be reaching out in early February to schedule their assignments.

Artistic Activity Visit

Artistic Activity Visit - provides evidence of the written application through an interaction guided by the representatives of the organization. The experience will provide opportunities for the panelist to advocate for the great work of the organization/program.

Artistic Activity Visits may include (not limited to):

- Attendance at a performance/exhibition/event/etc
- A meeting during which artifacts (photos, video, anecdotes, data) from a recent (within 2 years) artistic experience/activity are shared
- A meeting during which the organization's website and/or social media is collaboratively explored providing highlights of the organization's artistic programming/activities
- A meeting with artists associated with the organization to discuss the organization's artistic programming/activities

In-Depth Conversation

The In-Depth Conversation provides clarification of the written application by asking questions and engaging in conversation that surrounds content that could further support the work of the organization in alignment with the evaluation criteria.

This meeting can take place in-person, digitally (Zoom, Google Meet, etc.), or by phone.

It is up to the organization to determine who should take part in this. Some recommendations include: Executive/Managing Director, Artistic Director, Board President or other Board representatives, artistic personnel

GFO Timeline

October/November: (You are here!) Application open within Smart Simple

November 15th at 11:59pm: On Year Application due *(*Tech support not available after regular business hours*)*

December/January: Panelists are assigned to your application and they review/score independently online; MSAC staff reviews your application, and review/score your financials

February - mid-March: Panelists complete "extension assignments" - Site Visits and In-Depth Conversations. All Extension Assignments must be completed by date provided in mid-March.

Late March/Early April: Panel Meetings by discipline

May/June: Recommendations for funding are made to the Council by staff; grant amounts are determined based on MSAC's budget

GFO Timeline

After July 1st (start of FY25): Notifications of grants are sent via Smart Simple

July/August: Upon request, MSAC staff can prepare and send Feedback Forms for On Year applicants - gathering recommendations from panel.

Ongoing: MSAC staff are available to answer questions, provide support, meet with staff/board, attend programs and events, etc.

FY24 Reports:

Interim Report due January 31

Final Report due August 15

(*If you did not receive FY24 GFO Funding, you do not have FY24 Interim or Final Reports*)

GFO Timeline

Heads Up!

Emily and Laura will be attending the Grantmakers in the Arts (GIA) Conference in early November. They will have very limited access to email on November 6th, 7th, and 8th. Please keep this in mind when planning and preparing your applications!

Ask questions early to avoid any last minute support as we near the November 15th deadline.

GFO - Full Application

Application includes:
- Contact/Organizational Information
    - **The new **UEI must be included** with your application. Enter this information on your Organizational Profile in Smart Simple**
- Narrative with four (4) sections
- Financials
- Attachments
- Authorization Signature

Resources posted on the website: Guidelines, Narrative/Rubric (word doc), financial template (excel) & this info session slide deck and recording to be posted after session.

GFO - Narrative Section A

Address why the work of your organization is important

1. What are the vision, mission, goals and/or values of the organization? *(Excellent to Outstanding response: Clear, specific, and thorough evidence of vision, mission, goals and/or values)*

2. How have the mission, vision, goals, and/or values of the organization evolved over the last two years? If there are no changes in this area, consider sharing about any additional significant changes in leadership, staff, program goals, operations, that may indicate any growth or evolution for the organization. *(Excellent to Outstanding response: Clear, specific, and thorough explanation of growth/evolution over the past 2 years)*

GFO - Narrative Section A

Address why the work of your organization is important

3.   a. What is the Geographic Area of Service for your organization (specific community(ies), county(ies), city(ies), statewide)? *(Not scored - Your response to this question will be used to guide understanding throughout the application.)*

b. Within your Geographic Area of Service, identify the percentage of programming serving the community (other than tuition-paying constituents. This would include free activities, along with activities that are open to the public to attend that may be free and/or paid opportunities. *(Not Scored - Tuition-paying includes programming with a fee for service model, such as classes, camps, workshops, etc. that are intended for a specific group of people, and not open to the public)*

GFO - Narrative Section A - Chart

The following chart explains how your statements in A.1, A. 2, and A. 3 are demonstrated in your day-to-day activities. The purpose of the chart is to show alignment between the organization's intentions, processes, and programming. The List of Events/Arts Activities may be categorized by program type (i.e. Mainstage Season) and number of corresponding occurrences, if multiple rows contain the same response.

List of Events/Arts Activities for 07/01/24 - 06/30/25	How does each activity connect to the vision, mission, goals, and values of the organization?	Describe the public value (importance and relevance) of the activity for the constituents in the Geographic Area of Service	How is each arts activity designed to reach yet to be known constituents in the Geographic Area of Service?	If arts activity is tuition-based, how does the activity reach beyond the tuition-paying constituents? If activity is not tuition-based, list "N/A"

GFO - Narrative Section B

Address how your organization designs its programs.

1. Describe the creative process within your organization's programming. Include a description of how artistic decisions are made, who is involved from the organization, and how the constituents and communities (including those identified in question A3) are also involved in the programmatic development and evaluation of the organization's artistic activities.

   (Excellent to outstanding response includes: Explanation clearly illustrates the creative process, which includes creative roles, responsibilities, and authentic constituent collaboration, where constituents are essential in the artistic decision making process.)

GFO - Narrative Section B

Address how your organization designs its programs.

2. Explain the process for long-term or strategic planning. (If your organization does not have a long-term or strategic plan, how do you design, and plan programs and activities for the future, or any steps towards a formalized process?) In your response, explain how the process aligns with your vision, mission, goals/values. Share where you are currently at in a strategic/long term planning process (actively creating a plan? Implementing? Evaluating?) and share who is involved with the process (board, staff, volunteers,partners, public? consultants?)

(Excellent to outstanding response includes: Clear and specific explanation of long-term/strategic planning process that directly connects with vision, mission, goals/values. 8 points)

GFO - Narrative Section C

Address how your organization operates.

1. Attach a Graphic/Chart of the organization's Staffing/Board Structure (include board, staff, artists, volunteers, etc within the chart). *(Excellent to Outstanding response includes a clear and specific visual explanation of the organization's staffing/board structure.*

2. *How is your staffing and board structure (board, staff, artists, volunteers, etc) currently successful? (Include specific indicators of success in your response) (Excellent to Outstanding response includes a clear and specific explanation of indicators of a successful staffing and board structure.*

3. *What staffing/board (board, staff, artists, volunteers, etc) and/or financial challenges affect the operation of your organization; and how are the challenges routinely identified and addressed? Consider sharing specific examples or initiatives. (Excellent to Outstanding response includes a clear and specific commitment to regularly identifying and addressing staffing/board and/or financial challenges.*

GFO - Narrative Section C

4.   Describe your organization's process of financial oversight. Within your response, address procedures for monitoring and approving the organization's finances, and the process for developing and approving the annual budget. *(Excellent to Outstanding response includes a Detailed procedure for developing, monitoring, and approving finances, along with the annual budget.*

5.   Based on demographics (which may be found here: https://www.unitedstateszipcodes.org/, along with other sources you may find), how does your staffing (board, staff, artists, volunteers, etc) reflect the population of your Geographic Area of Service? Include specific demographic information for your geographic area of service as evidence, and include what strategies are in place to consider further diversity of your staffing in the future.*(Excellent to Outstanding response includes Organization staff and board clearly reflecting the constituency of the Geographic Area of Service; or are aware of how they may not fully reflect the area, and have strategies in place to further diversity of their staff and board in future*

GFO - Narrative Section D

Address how your organization evaluates what it does.

1. What is the sensory or emotional experience hoped to be achieved through your organization's arts programming? Consider including examples of programs and/or intentions related to how you'd want your audiences/community to feel when engaging with your organization. *(Excellent to Outstanding responses: Programming process directly considers intended sensory and emotional impact.*

2. How do your arts activities consider non-dominant norms, values, narratives, standards, or aesthetics, including non-Eurocentric standards of excellence? *(Excellent to Outstanding responses: Programming process indicates regular consideration of non-dominant norms, values, narratives, standards, and aesthetics.)*

*Definition: Non-Dominant norms, Values, Narratives, Standards and Aesthetics

Non-relevant and Eurocentric standards of excellence and beauty often prevail in describing and assessing the aesthetics of work that is socially and civically engaged. Non-dominant norms go against these standards of excellence. Non-dominant norms consider renewing and promoting a dynamic critical paradigm, reflective of diverse cultures as embodied by community-based, social, and civic arts practices.

GFO - Narrative Section D

Address how your organization evaluates what it does.
3. Please give one recent example of the organization's greatest successes and explain why it is considered successful. In your response, consider indicators of success. *(Excellent to Outstanding responses: Evaluation clearly articulates why a specific program or event was determined to be successful.*

Financial Statement

If Total Allowable Income is Under $600K:

A submission of the organization's most recently completed fiscal or calendar year Financial Statement, signed by a professional accountant or the organization's fiscal officer. The signed Financial Statement must be submitted by the application deadline.

If Total Allowable Income Is Over $600K:

A submission of the organization's most recently completed fiscal or calendar year Independent External Audit, prepared by a CPA firm. The completed audit should be submitted by the application deadline. *(**Note if you are in the middle of your audit and it's not finalized by the deadline, be in touch with your Program Director before November 15 to discuss sending an updated audit by <u>March 1, 2024 at the latest</u>**)*

Financial Table

In the Financial Table, using the submitted financial statement/audit, enter the income and expenses for your arts organization's or arts program's most recently completed Fiscal Year (FY23 or CY22). The table should match the submitted financial statement/audit.

Within the Table, include clear notes/instructions so we can connect the various lines of the Table to the information provided in the submitted financial statement/audit.

- Template is available on the website or request from Emily or Laura.
- Emily and Laura will share a separate instructional video to walk through the Financial Table portion of the application.

Financial Review

Staff evaluation of financials:

1. Financial information indicates a strong commitment to multiple, diverse income streams

2. The organization does not display any significant financial changes; Any significant financial changes are supported with programmatic cause in alignment with the organization's mission and vision.

3. If budget size indicates (>600K), the organization is operating with a cash reserve of (at least) one year.

Other Attachments

You will also need to submit the following as attachments:

- Graphic of the organization's staffing structure (showing Board, Staff, Artists, etc.) - *associated with Question C1*
- IRS Letter of Determination
- Signed Form W-9

Helpful Hint - Application Feedback

Before submitting your application, Emily/Laura are available to review portions of your application and offer feedback.

Email your Program Director to request feedback on your draft. Allow for up to 15 business days to receive written feedback. *Please request application feedback no later than October 25th. Requests after this time will not be accommodated.*

Reach out to Emily/Laura to discuss their availability.

GFO - Funding Formula

Three variables that make up the funding formula:

Total Allowable Income x

Panel Score % *(determined through the <u>On Year application</u> review process)* x

Cap Allocation % *(determined by MSAC GFO budget and organization Tier)*

= FY25 Grant Amount

Example:

$500,000 x 90% x 7% = $31,500

GFO - Equitable Funding Formula

Grant = Allowable Income x Panel % x **Cap Allocation %**

As of FY24 (Year 1), Cap Allocation %s are based on budget size, with organizations divided into five budget levels.

Tier 1: ($50K - $500K) - goal of 15% over 5 year transition
Tier 2: ($500K - $1.5M) - goal of 10% over 5 year transition
Tier 3: ($1.5M - $5M) - goal of 6% over 5 year transition
Tier 4: ($5M - $10M) - goal of 4.5% over 5 year transition
Tier 5: ($10M+) - goal of 4% over 5 year transition

FY25 will be Year 2 of the 5 year transition period.

GFO - Equitable Funding Formula

Grant = Allowable Income x Panel % x **Cap Allocation %**

Grant Amount Cap:

Year 1: $1.4M; **Year 2: $1.3M**; Year 3: $1.2M; Year 4: $1.1M; Year 5: $1M

Transition Priorities (over 5 year transition in alignment with program allocation):

- ● Tier 1 increases at a faster rate during the 5 year transition.
- ● Tier 2 increases steadily over the 5 year transition.
- ● Tier 3 remains stable during the transition.
- ● Tiers 4 & 5 do not decrease at a rate greater than 1.5% annually.

GFO - Equitable Funding Formula

What did FY24 cap allocations look like with all this in mind?

Tiers - Year 1 of 5 year transition	Cap Allocation %	Number of Orgs	Total Amount by Tier	% of funding by Tier
Tier 1 ($50K-$500K) - *working toward 15% (cap allocation) over 5 year transition*	**8.3705%**	**183 orgs**	**$2,517,577**	**~14%**
Tier 2: ($500K - $1.5M) - *working toward 10% (cap allocation) over 5 year transition*	**7.7%**	**65 orgs**	**$3,626,143**	**~20%**
Tier 3: ($1.5M - $5M) - *working toward 6% (cap allocation) over 5 year transition*	**6.7%**	**32 orgs**	**$4,700,015**	**~26%**
Tier 4: ($5M - $10M) - *working toward 4.5% (cap allocation) over 5 year transition*	**6.1%**	**6 orgs**	**$2,363,502**	**~13%**
Tier 5: ($10M+) - *working toward 4% (cap allocation) over 5 year transition*	**5.75%**	**5 orgs**	**$4,792,879**	**~27%**

Smart Simple
Grant Platform

Smart Simple

All applications must be submitted through Smart Simple (marylandarts.smartsimple.com).

As an applicant, you will need to register with Smart Simple to apply (you should already have this!).

Be sure you complete the organizational profile (this is where you will enter your new UEI information).

Go to marylandarts.smartsimple.com to register and/or log-in

My Applications

| 12 | 0 | 0 | 6 |
| Funding Opportunities | In Progress | Submitted | Approved/Declined |

Click on "Funding Opportunities" on your Smart Simple dashboard

Click the **"Apply Now"** button to open the application

New Grant

ℹ 1. Click "Save Draft" at the bottom of this screen to begin the application. Please note, you will not be able to begin work on the application until you click "Save Draft."
2. Click "Save Draft" after completing each tab in order to save your work.
3. To navigate between tabs, click on the desired tab or use your browser's back button.
4. Click on the MSAC logo in the top left corner to go back to your profile. Be sure to click "Save Draft" at the bottom of the application prior to returning to your profile page.

Please note: To return to a saved draft application, click "In Progress" from the Grantee Home dashboard. From there, select the draft application to be edited and/or submitted. Do not return to the Funding Opportunities area to search for the grant application again, as this will result in creating multiple applications.

ℹ Starting September 1, 2022, the Unique Entity ID (UEI) field will be a REQUIRED field for all organizations (including nonprofit organizations, government entities, and schools/universities) applying for funding from MSAC. This will take the place of a DUNS number, which will no longer appear on organizational profiles. After 9/1, an organization without a UEI may be considered ineligible for funding. Independent Artists do not need to obtain a UEI.
Webinar Video (~57 min): https://www.youtube.com/watch?v=DLCuPo2cQ4U
Quick Start Guide: https://msac.org/media/570/download?inline

ORGANIZATION INFORMATION   CONTACT INFORMATION   ELIGIBILITY   ELECTRONIC SIGNATURES

Organization Name: NEXT ›

[Save Draft]

You have to click **"Save Draft"** to begin any application!

GFO Full Application Deadline: November 15, 2023 at 11:59pm

We are here to help!
Emily: emily.sollenberger@maryland.gov
Laura: laura.weiss@maryland.gov

Thank You!

GRANTS FOR ORGANIZATIONS

To learn about similar topics, news & to keep in touch, please join our mailing list at **tinyurl.com/MSACsMailingList**