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## **2022 General Operating Support Guidelines and Sample Application**

In partnership with the New Jersey State Council on the Arts, Monmouth Arts offers ArtHelps Local Arts Program Grants through a competitive application process. The grants are intended to support organizations and programs that serve the public and provide access to a diverse array of quality arts experiences throughout Monmouth County.

Types of grants include General Operating Support (GOS) for arts organizations, Special Project Support (SPS) for all types of nonprofit organizations, and [Mini Grants](https://monmoutharts.submittable.com/submit/378e3898-1949-44f6-b95b-76cf0440b730/arthelps-local-arts-program-mini-grant-2021/eligibility) (MG) for small and emerging organizations. Applicants that do not have IRS tax exempt status but meet all other criteria and have a fiscal sponsor may apply for a Mini Grant only.

Eligible recipients include Monmouth County nonprofit arts organizations and community groups with arts programs that provide excellent arts events that are accessible and beneficial to the public. Organizations must be able to complete all reporting necessary by the deadlines in order to accept public funds, including the application, a contract, an interim report, and a final report.

​Grant workshops are held each year in April or May to provide step-by-step assistance with the application process and ADA requirements. These virtual workshops are a valuable resource for those considering applying for any type of grant. Monmouth Arts launched a new online application portal in early 2021 and has made changes to the application process, so it is highly recommended that organizations applying for the 2022 grant cycle attend one of these workshops.

Important Dates: Grant Period January 1, 2022 to December 31, 2022 \*

* 2022 Applications available: April 7, 2021
* Online Workshops: April 20th at 5pm and April 21st at 11:00am
* Applications due Monday June 21, 2021 by 4:00pm
* Notification of Successful Award: October 2020
* Initial payment of 80% sent February 2022 (pending signed digital contract)
* Interim Reports due July 2022
* Interim payment of 10% sent once funds are received from NJSCA
* Final Reports Due January 2023
* Final payment of 10% sent once funds are received from NJSCA

*\* Dates are subject to change*

### **Application Information**

This grant application must be completed in its entirety on Submittable, Monmouth Arts’ grant portal. Please read guidelines carefully and then follow the link to the Submittable application. This sample is for informational purposes only; all applications must be completed on Submittable.

### **Applicant Eligibility**

All applicants must meet the following criteria:

* Must be a municipal agency or a nonprofit entity based in Monmouth County and recognized by the State of New Jersey, with IRS tax exemption as a 501c3 or a 501c4 organization.
* Incorporated in New Jersey as a nonprofit organization or a unit of local government. Organizations that have not yet achieved nonprofit status but meet all other criteria and have a fiscal sponsor may apply for a Mini Grant.
* Grant-funded activities must take place in Monmouth County.
* Have a history of providing an active program in the arts for at least two years prior to application. Those with fewer than two years’ history will be considered on a case-by-case basis and may apply for a Mini Grant.
* Previous grantees must be in compliance with all contractual requirements of previous contract(s).
* In compliance with all pertinent state and federal regulations including, but not limited to, the following:
* Civil Rights Act of 1964, which bars discrimination based on race, color, national origin, sex, and disability
* Americans with Disabilities Act (ADA), which requires all providers of public programs and services to ensure that those programs and services can be enjoyed by all citizens, including those with disabilities
* Applicants may not apply to the New Jersey State Council on the Arts and Monmouth Arts in the same fiscal year. Applicants may not be funded by any other County Arts Agency.
* Educational and religious institutions may apply for Special Project Support or Mini Grant only. Higher educational institutions, such as a community college or university, may submit one application per department; all other applicants may only submit one application per year. Applicants may apply in only one category per fiscal year.

### **Funding Priorities**

As part of our efforts to respond to the changing needs of those we serve, Monmouth Arts is continuing to evolve our programming, operations, and grantmaking. Please note that the funding priorities for 2022 have been updated. Applicants should show strong initiative in one or more of the following areas:

* Serving the needs of local artists with exemplary programs, opportunities, services, or presentation of their work.
* Promoting cultural equity, diversity, and inclusion through programs and projects that elevate the voices and experiences of historically marginalized groups, including those that create opportunities for artists and community members who identify as Black, Indigenous, People of Color (BIPOC) or individuals living with a disability.
* Forging partnerships and collaborations among individuals or organizations, especially those that include different perspectives within the community and connect the arts to other sectors such as economic development, social services, public safety, and health and healing.
* Broadening public participation by attracting more people to the arts, bringing in audiences different from those the organization is already attracting, or deepening experiences by increasing current participants' levels of involvement.
* Advancing and advocating for arts education in schools and life-long learning through the arts.
* Preserving and conserving art forms and cultural heritage through public presentation.

### **Types of Grants**

Please be sure to read the complete guidelines for the grant to which you are applying. Applicants may only apply for one type of grant per year.

* General Operating Support (GOS): General Operating Support grants are available to support the overall operations of nonprofit organizations that are exclusively devoted to the arts. Applicants must have an arts-related primary mission and a current strategic plan. Requests may not exceed 20% of the organization’s annual operating budget, with a minimum request of $1,000 and a maximum of $10,000. GOS grants must be matched one dollar for every dollar awarded (1:1).
* Special Project Support (SPS): Special Project Grants are for an arts project or event that will occur either once or periodically for a short duration of time. Requests can be for up to 50% of project or event expenses, with a minimum request of $1,000 and a maximum of $5,000. SPS grants must be matched one dollar for every dollar awarded (1:1), except for non-arts organizations, which must match two dollars for every dollar awarded (2:1).
* Mini Grant (MG): Mini Grants ($500) are available for arts projectsto new and emerging organizations, and organizations requiring a small amount of funding. Mini Grants have a simplified application process and a short time frame from application to award. Applications are accepted on a rolling basis and are reviewed every two months. Mini Grants are intended as an introduction to the ArtHelps grant program. Mini Grants must be matched one dollar for every dollar awarded (1:1).

*Note: Municipal agencies and educational and religious institutions may apply for Special Project Support or Mini Grant only.*

### **Eligible and Ineligible Costs**

Grant requests **may include** funds for personnel, artistic fees, space or other rental costs, materials and supplies, volunteer stipends, intern stipends, marketing and promotion, consultant fees, legal fees for rights to production, and insurance.

Grant requests **may not** include funds for capital improvements, acquisitions, renovations, hospitality costs, foreign travel, deficit reduction, scholarship funds or fellowships, programs in educational or religious institutions not open to the public at large, sub-granting to another organization, fundraising events, and sponsorships. Colleges, universities, other educational and religious organizations may not include funds to pay salaries of faculty or members of the clergy unless it can be clearly demonstrated that such salaries, or a prorated share of them, expressly underwrite the project.

### **ADA Compliance**

Ensuring that the programming supported by Monmouth Arts is available to the widest possible audience is a high priority. This includes access for people with disabilities. Accessibility includes the physical performance/exhibition space (whether owned, rented, or borrowed), programming, audience marketing, personnel sensitivity training, audience development, and printed materials.

**All GOS and SPS grant applications will include an** **Accessibility Survey and** **related narrative for compliance with the Americans with Disabilities Act**.

Additional resources, including a more comprehensive ADA Self-Assessment Tool, can be found on The New Jersey Theatre Alliance’s Cultural Access Network Project website at<https://njtheatrealliance.org/ada-planning>. It is helpful to use the Self-Assessment tool before doing the Survey.

### **Evaluation Criteria**

Awards are highly competitive, based on

* Public Benefit: Meet community needs/interests; demonstrate outreach; reach diverse audiences; utilize effective marketing; serve appropriate number of people.
* Artistic Merit: Provide innovative, creative, and high-quality programming; expand artistic impact on the community; utilize a system to engage artists and evaluate programming.
* Funding Priorities: Show strong initiative in one or more areas of funding priority, including serving the needs of artists as well as the promotion of cultural equity, diversity, and inclusion (see complete list in guidelines).
* Accessibility Efforts: Demonstrate understanding of Americans with Disabilities Act; provide accessible programming; engage audiences and artists of all abilities; offer programming accommodations if requested.
* Administrative Ability: Quality of application; qualified organization and staff capable of carrying out programs and projects; evidence of long-range planning (collaborations, diverse funding, sustainability).
* Budget: Provide a clear, well-developed, and accurate budget; demonstrate realistic income and expense projections.
* Compliance: Show past compliance with reporting requirements and deadlines from previous grants from Monmouth Arts.

### **Review Process**

Monmouth Arts appoints a highly qualified panel of artists, arts administrators and nonprofit experts to evaluate applications with the Board of Trustees making the final approvals. Applications are evaluated on artistic excellence and organizational capacity including public benefit, accessibility of the organization, program, project, or event as well as the applicant’s overall accountability. All decisions are final and may not be appealed.

### **Steps of the Grant Application Process**

1. Organization submits application (see list of application materials below)
2. Monmouth Arts staff review application
3. Independent panel review
4. Grant committee review
5. Board of Trustees approval
6. Monmouth Arts and Regrantee sign contract
7. Regrantee submits Interim Report
8. Monmouth Arts evaluates programming/conducts site visits
9. Regrantee submits Final Report

### **Regrantee Obligations**

* A Revised Budget based on the actual grant award will be required with the signed digital contract in November 2021.
* A Final Report will be due in January 2023 at the conclusion of the grant period. Final Reports will include a final budget, a description of how the funds were expended as well as demographic and statistical data on the population served. Regrantees that do not comply with the deadline may be denied future funding.
* A Publicity Agreement requires that regrantees credit Monmouth Arts on publicity materials, including brochures, programs, websites, electronic communications, and posters. Additionally, regrantees are required to submit photographs of programming that may be used in Monmouth Arts materials.
* Grant payments may be delayed or cancelled due to the delay or cancellation of funding to Monmouth Arts from the New Jersey State Council on the Arts.
* Unexpended funds must be returned to Monmouth Arts. If an organization is unable to expend the grant money awarded or make the required financial match, regrantees must contact Monmouth Arts immediately. Staff will work with you to find a positive solution.
* As part of the Monmouth Arts regrantee evaluation, organizations must make available two complimentary tickets for at least one grant-funded program during the grant cycle.
* Notify Monmouth Arts of any personnel changes in Board or staff that directly affect the administration of the grant during the funding year.

### **A Completed Application Includes the Following:**

1. GOS Finance Chart (attachment)
2. Copy of organization’s most current IRS 990 Form (attachment).
3. Audited financial statements for organizations with gross receipts over $500,000 or Internal Financial Statement for smaller organizations (attachment)
4. One example of a brochure or program with required funding statement/logos if the organization received funding in 2019 or 2020 (attachment)
5. Work samples by discipline (attachments):

* Music – a recording representing the best performance over the past 18 months that includes a variety of tempos and styles in musical performance. Limit five minutes.
* Dance, theater, film, and interdisciplinary organizations – a recording of a performance or piece during the past 18 months. Limit five minutes.
* Visual arts, crafts, media arts, and photography organizations – one catalog of an exhibit from the past 18 months and/or five to ten images; up to four can be images of the space and/or installation of an exhibit and the rest of the images should be exhibited work in JPEG format, sized at 300 dpi.

*Note:**Good quality recording or video are critical to evaluating the artistic quality of the applicant’s organization or project. Files must be clearly labeled with the following information: name of organization, title and date of performance, event, or exhibition.*

**Support Materials** (limit of three attachments)**:** media coverage, advertisements, press releases, promotional materials, critical reviews, awards /recognition received, newsletters, annual report, social media/website analysis, etc. (pdf format).

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## **Preview of Application Form (all applications must be completed on Submittable platform)**

### Eligibility

Please answer the following questions to determine eligibility for General Operating Support funding:

Is your organization located in Monmouth County and will grant-funded activities take place in Monmouth County?

* Yes
* No

Is your organization a nonprofit recognized by the State of New Jersey with IRS tax exemption as a 501c3 or 501c4?

* Yes
* No

Check the category that applies to your organization. Certain organizations are only eligible for Special Project Support and Mini Grant opportunities (see complete guidelines for more information).

* Nonprofit arts organization
* Municipal agency
* Educational institution
* Religious institution

Does your organization have a history of providing programs in the arts for at least two years?

* Yes
* No

Is your organization seeking funding from the New Jersey State Council on the Arts or another County Arts Agency?

* Yes
* No

Is your organization able to meet a 1:1 match for this grant?

* Yes
* No

Will your project be open and accessible to the public and in compliance with the Americans with Disabilities Act?

* Yes
* No

\_\_\_ Yes, I understand that funds may not be used for ineligible activities such as fundraising, capital projects, scholarships, hospitality costs, deficit reduction, etc.

***If eligible, move on to the application.***

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### **Section One: Contact Information**

Organization Name:

Contact Person:

Title:

Organization Address:

Contact Phone Number:

Organization Website:

Federal Tax ID Number:

New Jersey Legislative District:

Select your organization’s artistic discipline:

* Dance
* Music
* Opera/Music Theater
* Theater
* Visual Arts
* Design Arts
* Crafts
* Photography
* Media Arts
* Literature
* Interdisciplinary
* Folklife/Traditional Arts
* Multidisciplinary

Choose the representation of the organization's staff and board.

* Asian/Pacific Islander
* Black
* Hispanic/Latinx
* Native American/Alaskan Native
* White
* General (at least half of board or staff is not one race)

### **Section Two: Organization Information**

Has your organization previously received funding from Monmouth Arts?

* Yes
* No

If yes, what type of grant funding did your organization receive?

* Mini Grant
* General Operating Support
* Small Scale Arts
* Special Project

If yes, what was the amount of your previous grant from Monmouth Arts?

Please provide your organization’s mission statement. (Limit 150 words)

Briefly tell us about the history of your organization. (Limit 300 words)

Briefly tell us about your current programs and activities. (Limit 300 words)

Briefly describe how your organization has adapted to the COVID-19 health crisis? (Limit 300 words)

### **Section Three: Program Overview**

Purpose of Funding: State in 50 words or less what the Monmouth Arts funding will help to support. Begin your statement with “This Monmouth Arts grant will help support…”

Briefly summarize your goals and objectives. (Limit 300 words)

Which areas of Monmouth Arts Funding Priorities does your programming address?

* Serving the needs of local artists with exemplary programs, opportunities, services, or presentation of their work.
* Promoting cultural equity, diversity, and inclusion through projects that elevate the voices and experiences of historically marginalized groups, including those that create opportunities for artists and community members who identify as Black, Indigenous, People of Color (BIPOC) or individuals living with a disability.
* Forging partnerships and collaborations among individuals or organizations, especially those that include different perspectives within the community and connect the arts to other sectors such as economic development, social services, public safety, and health and healing.
* Broadening public participation by attracting more people to the arts, bringing in audiences different from those the organization is already attracting, or deepening experiences by increasing current participants' levels of involvement.
* Advancing and advocating for arts education in schools and life-long learning through the arts.
* Preserving and conserving art forms and cultural heritage through public presentation.

Please describe the individuals or communities you will serve with your programs. (Limit 150 words)

Select all categories that make up 25% or more of the population directly benefiting from the programs.

* Asian/Pacific Islander
* Black
* Hispanic/Latinx
* Native American/Alaskan Native
* White

What efforts is your organization taking to reach underserved and culturally diverse communities? (Limit 300 words)

What benefits will the community derive from this project? Clearly articulate the project’s intended impact on the community and the general public who may experience the project. (Limit 300 words)

Who will carry out the project? Please include roles and qualifications. (Limit 300 words)

Provide a timeline for your programming, including start and completion dates and when relevant activities will be scheduled. (Limit 300 words)

Describe your plans to evaluate your programs and their effectiveness in meeting your organization's objectives. (Limit 300 words)

Briefly describe your plans for marketing and promoting your programming. (250 words)

### **Section Four: Accessibility Survey** Ensuring that the programming supported by Monmouth Arts is available to the widest possible audience is a high priority. This includes access for people with disabilities. Accessibility includes the physical performance/exhibition space (whether owned, rented, or borrowed), programming, audience marketing, personnel sensitivity training, audience development, as well as digital and printed materials. This survey of your accessibility policies and services will help provide us with information about how we can assist in this area. It is also meant to provide organizations with an outline of steps and achievable goals for improving accessibility.

Does your organization have a board-adopted ADA Plan?

* Yes
* No

If no, please explain how your organization plans to address the need for an ADA plan. (Limit 150 words)

Does your organization have an ADA Advisory Committee?

* Yes
* No

If no, please explain how your organization plans to address the need for an ADA Advisory Committee. (Limit 150 words)

Does your organization have an ADA Coordinator?

* Yes
* No

If yes, provide name and email address of ADA Coordinator.

If no, please explain your organization’s plans for naming an ADA Coordinator. (Limit 150 words)

Does your organization have a board-adopted policy that states it will not discriminate against potential staff, volunteers, artists, or others due to a disability in the engagement for services?

* Yes
* No

If no, please explain your organization's plans for creating an anti-discrimination policy. (Limit 150 words)

Does your organization have a board-adopted ADA grievance procedure?

* Yes
* No

If no, please explain your plans to create a grievance procedure. (Limit 150 words)

Does your organization have a budget for ADA compliance?

* Yes
* No

If yes, please provide the amount of the ADA budget.

If no, please explain why budgeting is not required or your plans for doing so. (Limit 150 words)

What has your organization done in the past two years to educate the organization's staff, board, and volunteers about access? (Limit 250 words)

Detail your organization's accommodation efforts for the coming year. (Limit 250 words)

Please check those that apply to your organization.

* We include accessibility information on our website.
* We utilize accessibility symbols in our electronic and print materials.
* We market our organization, events, and programs to individuals with disabilities.
* We caption our video presentations and virtual/online events and programs.

Is your site barrier free (accessible to individuals with mobility concerns)? Your organization is legally responsible for the facility in which you choose to present your program, regardless of whether you own it, rent it, or borrow it. You can ensure the accessibility of a site by conducting a survey, enlisting a professional to do so, or by requesting a survey of the facility you are renting/borrowing.

* Yes
* No

If yes, please explain how you determined the accessibility of your site. (Limit 150 words)

If no, please explain how you provide reasonable accommodations for those visiting your site. (Limit 150 words)

Please check those accommodations you will provide upon request to address specific needs.

* Advanced copies of scripts, programs, materials, etc.
* Assistive Listening System
* Audio Description
* Braille Publications
* Companion Seating/Admissions
* Large Print Materials
* Open Captioning
* Publications on Audio
* Sign Interpretation
* Space for Service Animals
* Tactile Exhibits

### **Section Five: Budget Summary**

Please use figures from the Finance Chart for FY 2022 (which will be uploaded in a later section of the application.)

Total Monmouth Arts Funding Requested for FY 2022

Enter Total Organization Income (Projected FY 2022)

Enter Total Organizational Expenses (Projected FY 2022)

Enter Total Value of In-Kind Contributions (Projected FY 2022)

### **Section Six: Financial Narrative** *Please provide additional information about the finances of your organization's program.*

Provide an overview of how the funds will be spent; this amount may not exceed the requested amount. (Limit 300 words)

Explain how the grant amount will be matched. (Limit 150 words)

Please upload the completed Finance Chart for FY 2022 (download from the website).

Please upload Audited Financial Statements for organizations with gross receipts over $500,000 or Internal Financial Statement for smaller organizations.

If you are a current grantee and your funding is cut for FY 2022, do you have a contingency plan in place?

* Yes
* No

If yes, please explain your contingency plan. (Limit 150 words)

If no, please explain how you would adjust your programming or secure other funding. (Limit 150 words)

If there is a 20% or higher variance from one year to another for each line item in the budget, please explain and include what area(s). (Limit 250 words)

### **Section Seven: Supporting Materials**

Did your organization receive an ArtHelps Local Arts Program grant from Monmouth Arts in 2019 or 2020?

* Yes
* No

If yes, please upload one example of a brochure or program with the required funding statement and logos.

Please upload recent work samples that demonstrate the applicant's artistic merit and ability to complete the proposed project. High-quality work samples are critical to a competitive proposal. *Note:**Files should be clearly labeled with name of organization as well as title and date of performance, event, or exhibition.*

● Music organizations – a recording representing the best performance(s) over the past 18 months. Video or audio may not exceed (5) minutes in length.

● Dance, theater, film, and interdisciplinary organizations – a recording of the best performance(s) or piece(s) during the past 18 months. Video or audio may not exceed (5) minutes in length.

● Visual arts, crafts, media arts, and photography organizations – one catalog of an exhibit from the past 18 months and/or work samples, with a maximum total of ten (10) uploads.

Please upload examples of media coverage, advertisements, press releases, promotional materials, critical reviews, awards/recognition received, newsletters, annual report, social media/website analysis, etc.

### **Submit Application**

\_\_\_ Yes. If awarded a grant, the organization agrees to submit a final report upon completion of the project. Organization will acknowledge Monmouth Arts with the current funding statement and logos in all advertising, program booklets, electronic communications, and press releases.

\_\_\_ Yes. Submission of this application implies prior review and representations therein by my organization’s board or appropriate governing body. I also understand and agree that submission to Monmouth Arts signifies intention of compliance with title VI of the Civil Rights Act of 1964, and Title IX of the Education Amendments 1972 and the Americans with Disabilities Act (ADA).

Digital Signature: By signing here, you acknowledge that all information on this application is true, and any false information may result in forfeiture of grant funding and future opportunities with Monmouth Arts.

Today’s Date:

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