



## Metropolitan Atlanta Arts Fund Instructions for Applying for a Grant Final Application

### Completing the Final Application

*The completed Final Application must be submitted via email no later than 5:00 p.m. on Friday, August 28, 2009 (postmarked by August 24 for any part of the application that must be mailed). You may ONLY SUBMIT IF YOU HAVE BEEN INVITED to do so. Select organizations are chosen to submit Final Applications after Arts Fund review of submitted Letter of Intents to Apply forms that were received by the July 24, 2009 deadline.*

- **Saving the Form:** Before beginning filling out the Final Application form, download and save the form to your computer. (When you are ready to submit the completed form, save the form with your organization's name in the file name and include it in the subject line of your emailed application.)
- **Navigating the Form:** With your mouse, left click the grey boxes to activate the drop-down menus or to type in or paste in your answers. Use the Tab key or use your mouse to go to the next box or section.
- **The Best Choice:** If asked to choose options from a drop-down menu, choose the best answer.
- **Formatting:** Use Times New Roman 11-point font. Allow the text to wrap automatically within the box. Do not use the Enter key to change lines or use bullets in text boxes
- **Character Counts:** All character counts include spaces as characters.

### Guidance on Specific Questions in the Final Application

#### 1. ORGANIZATIONAL OVERVIEW

- **1.1** This question asks you to reflect on the status of your organization in the near term. Discuss any changes within the organization or its key programs that will occur and how your staff and board plan to adapt to these changes.
- **1.2** Make sure to note the results of any described management consulting services. Did these activities build on each other and, if so, how? This question allows for organizations to identify areas in which the organization wishes to engage a consultant for capacity building needs. Make the connection between particular kinds of management consulting and the concrete results you seek.
- **1.3** List the names of the local, regional or national professional or membership organization is a current member of and whether you have an expanded role in the organization. Some examples of these organizations include Americans for the Arts, Theatre Communications Group, Dance USA, Georgia Center for Nonprofits, American Symphony Orchestra League, ALL-GA, Georgia Assembly of Community Arts Agencies, etc.
- **1.4** Provide information about the process your organization uses to assess its operations and activities, both in terms of impact and in use of resources. You might consider discussing the kinds of evaluation methods do you use, how often is it reviewed and what is done with the results in terms of continuous improvement?
- **1.5** Identify the nonprofit or for profit organizations, government agencies, etc. with whom your organization partners and the results or outcomes of those partnerships. Note if the partnerships are artistic/programmatic or organizational/administrative. Be sure to describe the process for starting and maintaining those relationships.
- **1.6** Describe your marketing, why you are marketing, and how you know what works and doesn't work.

## 2. PEOPLE

- **2.1 and 2.2** Please don't include board members in your number of volunteers. Demographic and race information should be included on your Board List attachment. Do include paid artists in your consultant/contractor numbers and unpaid artists in your volunteer numbers.

## 3. ARTISTIC PROGRAMMING & AUDIENCE

- **3.1** Try to provide the one link that best summarizes your organization's programmatic activities. If the information is on more than one webpage, you may list more than one.
- **3.2** Include a description of how your audiences or attendees relate to your programmatic work. Note if your audiences attend consistently, often, or otherwise and how you handle this.
- **3.3** Include your thinking and planning about the relationship between your internal programmatic/artistic decisions and how this relates to your audiences/attendees respond to your artistic or programmatic work.
- **3.4** Please fill this out with the best numbers you have. If you do not have breakdowns by different groups, just fill in your best estimates.
- **3.5** It is important to the Arts Fund to understand if arts organizations have engaged audiences that attend their programs, and how the audience numbers may have changed over the past two years. Please fill this out with the most accurate numbers you have. If your organization does not engage in a type of program on the chart (e.g. if you are a visual arts organizations that doesn't sell seats for performances) then you should put "0" in the field. If you have clarifications about your numbers please explain those briefly in the space at the bottom of the table (e.g. you perform in a space that is too large and that makes your percentage small).

## 4. GOVERNANCE

- **4.1** Please give the most accurate answers available.
- **4.2** In addition to the percentage of board members that make cash contributions *from their own funds*, explain the ways in which individual board members help to lead the organization, such as through fundraising, in-kind gifts, community leadership, audience-building, etc.

## 5. PUBLIC WILL & POLICY

- **5.1** Do the staff and board interact with elected officials, attend budgetary hearings or participate in other efforts to advocate for public support for the arts? Does the organization encourage its audience or membership to do this? If so, how? This question is not designed to find out if your organization is engaged in "illegal lobbying." There are many legal and appropriate ways for nonprofit organizations to influence public policy and legislation *including lobbying*. If you are unsure about what is and is not allowable please check here: [http://www.independentsector.org/programs/gr/advocacy\\_fact\\_sheet.htm](http://www.independentsector.org/programs/gr/advocacy_fact_sheet.htm)

## 6. FINANCIAL INFORMATION

- **6.1** What is your organization doing differently now? Focus on how you are adapting rather than itemizing your organization's challenges.
- **6.2** Using your most current Balance Sheet (as submitted as an attachment) to figure out if your liabilities are 25% or larger of your total assets. If they are, please fill out the chart with information on your largest debtors.

- **6.3** This table asks for you to list all sources of revenue and categorize these sources based on the restrictions placed on the money, such as a donor requesting that the contribution be reserved for a particular program. The Federal Accounting Standards Board’s Statement of Financial Accounting Standards No. 116 (FAS116) states that:

*A not-for-profit organization shall distinguish between contributions received with **permanent restrictions**, those received with **temporary restrictions**, and those received without donor-imposed restrictions. A restriction on an organization's use of the assets contributed results either from a donor's explicit stipulation or from circumstances surrounding the receipt of the contribution that make clear the donor's implicit restriction on use. Contributions with donor-imposed restrictions shall be reported as restricted support; however, donor-restricted contributions whose restrictions are met in the same reporting period may be reported as unrestricted support provided that an organization reports consistently from period to period and discloses its accounting policy. Restricted support increases **permanently restricted net assets** or **temporarily restricted net assets**. Contributions without donor-imposed restrictions shall be reported as unrestricted support that increases **unrestricted net assets**. (<http://72.3.243.42/pdf/fas116.pdf>)*

Net Assets Released from Restriction: The only assets that can be released from restriction are Temporarily Restricted Net Assets. This occurs when the organization has satisfied the stipulations (conditions) placed on the contribution. Once satisfied, the funds become Unrestricted.

Earned Revenue: Revenue or income that an organization receives in exchanges for a service or product. Payments can be made by the direct beneficiary or recipient (for example, tuition or performance ticket) or by a third party (for example, performance-based government contracts).

Contributed Revenue: Revenue or income received from individual, foundation, corporate or government donations. The donor may make contributions on an unrestricted basis (i.e. not specify the services to be delivered or the timeframe for service delivery) or may impose restrictions for use of the contribution under specific purposes. (Source: Nonprofit Finance Fund, [www.nonprofitfinancefund.org](http://www.nonprofitfinancefund.org))

## 7. WHAT ELSE?

- **7.1** Use this space to clarify something you were not able to answer fully in a chart or any of the questions above. This is the place to tell the reviewers something important to know about your organization that the application did not ask about.

## Final Application Attachments

- **Organizational chart showing titles and personnel.**
- **Resumes or bios of senior staff:** Please provide a resume or bio for each senior staff member. You should at least include one for your lead artistic staff person and your lead management staff person, if those are separate positions. Also include information for those staff positions you consider your key or senior staff. Attach this as a separate document with your Final Application and submit via email.
- **Board Information Form:** download The Community Foundation’s Board of Directors Form from the website (<http://www.cfgreateratlanta.org/Grants-Support/Apply-for-a-Grant/Common-Good-Funds1.aspx>) and complete the document.
- **Current strategic plan:** Please provide the full document as an unbound copy. If you have it digitally, email it; if it only exists as a printed copy you may mail it.
- **Artistic support materials:** If you submitted artistic support materials for the Georgia Council for the Arts, you can probably use the same or modified materials for your Arts Fund application. See the section “Submitting Artistic Materials” below for full details.
- **Current FY operating budget:** The most current copy of your operating budget for the fiscal year you are currently in. Attach this as a separate document to your Final Application and submit via email.

- **Most current YTD Profit & Loss:** (Also called a Statement of Income & Expenses or a Statement of Activities). Attach this as a separate document with your Final Application and submit via email.
- **Most current Balance Sheet:** Attach this as a separate document with your Final Application and submit via email.
- **Most recent financial report as presented to the board:** This is whatever document or documents the staff and/or the board finance committee last presented to the organization's full board. Please indicate the date of the report/meeting with this attachment. Attach this as a separate document with your Final Application and submit via email.
- **Audited/Reviewed/Internal Financial Statements:** Submit via regular mail one copy of each of the two most recent audited or reviewed financial statements. Organizations with annual budgets over \$500,000 must have audited financial statements; organizations with annual budgets between \$100,000 and \$500,000 must have financial statements reviewed by an independent, certified public accountant; organizations with budgets below \$100,000 may submit financial documents as formatted for internal use instead of audits or reviews. *Attach a cover sheet to each year of financials. Download the cover sheet form on the Arts Fund website: <http://www.metroatlantaartsfund.org/grants/index.html>*

**Final Application Attachments – How Should They Be Submitted?**

By email as attachments	By mail (must be received by deadline)	By email OR mail (must be received by deadline)
Final Application form	Artistic support materials	Current strategic plan
Resumes or bios of senior staff	Three most recent audited/ reviewed/internal financial statements with cover sheets	
Board Information Form		
Current FY operating budget		
Most current YTD Profit & Loss		
Most current Balance Sheet		
Most recent financial report as presented to the board		

**Submitting Artistic Support Materials**

Applicants must submit suitable artistic support materials with their Final Applications.

**General Instructions**

Keep the *bulk* of the application to a minimum. Inclusion of excessive materials does not allow time for a thorough review of all materials submitted. Quality over quantity is important. Support material should be concise, but informative. It is essential to send only the work that best represents the work of the organization. Label all attachments and support material with applicant’s name and a heading describing the piece.

NOTE: *Original works of art will not be accepted. Support materials will be returned only if a self-addressed, stamped envelope (SASE) is submitted.*

**Print Submissions**

- Samples of recent reviews, programs, and brochures. One copy of each only, please. Media reviews should be labeled with the name of the newspaper / magazine, the name of the reviewer, and the date of the review. Please submit no more than three items.
- Additional support materials as requested, or as deemed necessary by the applicant

**Audio/Video/Images Submissions**

Applicants may submit a DVD or CD with up to a total of 10 images, videos or audio recordings per applicant. Applicants should submit work which is relevant to the application and has been completed in the last two years. Explanatory information or labels on the work as indicated below is required.

**Online Submissions**

Applicants may submit a list of links to existing images, audio or video online. Materials should be publicly available and should not require creating an account or logging in. Materials should also be viewable in a web browser and should not require the reviewer to download a file (although you are welcome to make file additionally available as a download).

**Specific Instructions by Discipline:**

**Dance**

- A listing of the company repertoire.
- Submit a performance DVD of up to three productions performed within the last two years. The videos should feature the company and its solo artists, not guest artists. If possible, provide a variety of performance clips from each of the three productions. In a document submitted with the video, provide

the name of each production, date and location of performance, the name of the choreographer and a brief description of each production.

- Reviews, articles, letters that provide solid information about the artistic work itself. Please submit no more than three items.

### **Literary Arts**

- All publishing organizations must submit one copy of up to three publications published within the last two years. In each publication, flag no more than three pages to be reviewed by the panel.

### **Media Arts**

- Season/festival brochures and schedules
- If applicable, submit a CD or DVD with up to three videos or recordings from the last two years. Please provide 5-10 minutes excerpts if the full version is longer.
- Reviews, articles, letters that provide solid information about the artistic work itself. Please submit no more than three items.

### **Multidisciplinary Arts Centers**

- Membership and program brochures (no more than three of each).
- Letters of support from community and/or membership (no more than three).
- Reviews, articles, letters that provide solid information about the artistic work itself (no more than three).
- Multidisciplinary arts organizations may also submit materials for other disciplines they engage in (e.g. if an organization has a gallery, it may submit visual arts materials).

### **Music**

- Submit a CD/DVD of up to three performances from the last two years. Recordings of orchestras should feature the orchestra, not choral groups or soloists. Opera companies should submit a DVD including a segment featuring the chorus. On the cover sheet provide the name, date and location of the performance. List the specific tracks that the panelists should hear. Then for each track, provide the name of each piece performed and the name of the composer.
- Reviews, articles, letters that provide solid information about the artistic work itself (no more than three).

### **Theatre**

- Submit a total of ten digital images from at least three dress rehearsals or performances within the last two years. For photographs, provide a text file labeling each photograph with the applicant name, name of the performance, name of the playwright, the date and location and name of photographer.
- Season brochures.
- Reviews, articles, letters that provide solid information about the artistic work itself (no more than three).

### **Visual Arts**

- Past Exhibits: One set of ten photographs (on a CD or online) of a representative sample of works or exhibition installation photos *exhibited in the past two years*. A written description including the name of the artist, the title and date of the exhibition, the title, date, dimensions, and medium of the work, and a brief written explanatory statement about the work must be submitted.
- Current Exhibits: One set of ten photographs (on a CD or online) of a representative sample of works *to be exhibited in the coming year*. A written description including the name of the artist, the title and date of the exhibition, the title, date, dimensions, and medium of the work, and a brief written explanatory statement about the work must be submitted.
- Reviews, articles, letters that provide solid information about the artistic work itself (no more than three).

## **Submitting a Final Application**

- **Form:** Applicants must use the form provided on Arts Fund website. A letter on letterhead is not acceptable. The Arts Fund will only consider Final Application submissions from organizations that have been invited to submit a Final Application.
- **Application Deadline:** The deadline for Final Application is 5:00PM, August 28, 2009. Emails must be received at [artsfund@cfgreateratlanta.org](mailto:artsfund@cfgreateratlanta.org) by 5:00PM on August 28; mailed attachments must be postmarked by August 24. *This is a change – Arts Fund staff needs the complete application on the deadline day – If you need to mail attachments plan ahead and postmark them by August 24.*
- **Filing Your Application:** The Arts Fund accepts Final Applications any time prior to the deadline. Email your Final Application and other attachments as attachments to [artsfund@cfgreateratlanta.org](mailto:artsfund@cfgreateratlanta.org) **no later than 5:00PM** on the deadline day. Submissions received after 5:00PM will be automatically declined as late. Please don't wait until the last minute. Note the name of the applicant organization and the phrase "Final Application" in the subject line of the email. For mailed attachments, clearly label the envelope with the name of your organization. You may use regular US Mail as long as the package is postmarked by August 24.
- **Acknowledgement of Receipt of Application:** Every applicant will receive an email notifying them that the Arts Fund has received their Final Application within a business day of submission. If your organization does not receive the acknowledgement email, please contact the Arts Fund program associate by calling 404-588-3216.

## **Questions?**

You are strongly encouraged to attend an orientation session. The full schedule is available on the Arts Fund website: [www.MetroAtlantaArtsFund.org](http://www.MetroAtlantaArtsFund.org). You should also refer to the FAQs at <http://www.metroatlantaartsfund.org/grants/faqs.html>. If you have questions after attending an orientation session, you may also contact Arts Fund staff to answer questions:

Josh Phillipson  
Program Associate  
[jphillipson@cfgreateratlanta.org](mailto:jphillipson@cfgreateratlanta.org)  
404-588-3216

Lisa Cremin  
Director  
[lcremin@cfgreateratlanta.org](mailto:lcremin@cfgreateratlanta.org)  
404-588-3200