Arts Impact for Groups webinar beginning soon

• Keep your microphone muted for the entirety of the presentation unless asked to unmute.

• Turn off your video to improve a choppy connection.

• Today’s webinar is going to be recorded and shared online for your reference.

• You can turn on/off live automated captioning using the CC button at the bottom of the screen.
Arts Impact for Groups

Deadline – February 7, 2022

Grant Information Workshop
Housekeeping

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Virtual Meeting Norms

• Prefer that you use chat for questions as we go along
• We will pause several times for Q & A to cover questions from the chat
  • Invited to ask questions aloud when prompted (“raise your hand” feature)
• Use “Re-name” to add pronouns to your name if desired
Agenda

• About MRAC
• About the Application Process
• Overview of the Arts Impact for Groups Program
• Application Content
• Submitting Applications and Receiving Awards
• Additional Questions
MRAC Staff

Program Directors
Masami Kawazato
Jovan Rebollar
Scott Artley
Mirella Espino

Executive Director Kathy Mouacheupao
Director of Administration Becky Franklin
Panel & Events Manager Sam Stahlmann
Organizational Support Yong Her
State Arts Funding System (cont.)

Minnesota State Arts Board

Statewide Grants and Services = 70%

Eleven Regional Arts Councils = 30%

Regional Grants and Services

MRAC Grants FY 2021: $4.3 million
MRAC’s Mission

The Metropolitan Regional Arts Council improves arts access for communities in the seven county metropolitan area through support to artists and organizations.
MRAC Grant Programs for Groups

**Flexible Support Grant**
Up to $15,000 to support projects and programs led by groups and organizations creating access to the arts

**Arts Impact for Groups**
Up to $10,000 to BIPOC-, Disability-, and/or LGBTQIA2+-led groups for projects and programs creating access to the arts
MRAC Grant Programs for Individuals

**Next Step Fund**
Up to $5,000 for the growth and stability of individual artists

*Funded by the McKnight Foundation*

**Arts Impact for Individuals**
Up to $5,000 for projects led by BIPOC, Disabled, and/or LGBTQIA2+ individuals to create access to the arts for communities and/or engage with communities through creative endeavors
Questions about MRAC overall?

- MRAC staff
- State arts funding system
- MRAC’s mission/region
- MRAC grant programs
## Contacts

<table>
<thead>
<tr>
<th>General MRAC grantmaking process and technical assistance</th>
<th>Brief Application Questions</th>
<th>Extended Assistance (phone/Zoom)</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:mrac@mrac.org">mrac@mrac.org</a>, 651-645-0402</td>
<td>Mirella Espino (<a href="mailto:mirella@mrac.org">mirella@mrac.org</a>, 651-523-6380)</td>
<td>Application assistance meeting request form under “Help with your application” at mrac.org/grants/arts-impact-groups</td>
</tr>
</tbody>
</table>
Application Process

Applicant/MRAC Staff
- Application Deadline
- Check-in Applications

Panel Reviews
- Funding Allocations
- MRAC Board of Directors
Application Accessibility

• MRAC requests that all applicants apply online unless a disability prevents them from doing so

• Contact us to begin a conversation about how to make sure you have an equal opportunity to apply
Before Applying – Resources

- Online Resources –
  - Templates
  - Technical how-tos for the grant interface
  - Links to sites to find demographic information
  - Glossary of terms
Before Applying – Resources (cont.)

• Program Directors

  o Please use the meeting request form at mrac.org/grants/arts-impact-groups

  o Two types of meeting are available:

    ▪ Group eligibility / project idea development

    ▪ Application eligibility review
Important Disclaimer #1

Please read the guidelines
Important Disclaimer #2

Forget what you knew about MRAC
<table>
<thead>
<tr>
<th>MRAC Fiscal Year</th>
<th>Application Deadline</th>
<th>Award Notification Date</th>
<th>Eligible Funding Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>(July 1, 2021- June 30, 2022)</td>
<td>Monday, February 7 at 11:59 PM</td>
<td>May 18, 2022</td>
<td>May 18, 2022 to June 30, 2023</td>
</tr>
</tbody>
</table>
Eligibility

- Staff will review for eligibility

- **Review guidelines carefully** - Staff may deem parts of your application, or the entire application, ineligible

- **Pay attention to your email** - We may contact you at any point after the deadline seeking necessary information, keep an eye on it regularly
In all cases, a group must have its primary address located in Anoka, Carver, Dakota, Hennepin, Ramsey, Scott or Washington county.
Leadership Identity Eligibility

• At least 51% of the leadership staff must identify as:
  • Black, Indigenous, and or People of Color (BIPOC), and/or
  • People with Disabilities (PWD), and/or
  • Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual/Agender, Two-Spirit (LGBTQIA2+)
Eligible Groups

1. Arts groups and organizations
   a. Federally tax-exempt 501(c)(3) nonprofit arts organizations with annual operating expenses of $400,000 or less

2. Cultural groups and organizations
   a. Federally tax-exempt 501(c)(3) culturally-specific nonprofit organizations that provide arts and non-arts programming with annual arts programming expenses of $400,000 or less
Eligible Groups (cont.)

3. Fiscally sponsored groups with arts projects
   a. Annual operating expenses of $400,000 or less; At least 3 people in leadership; Have eligible Fiscal Sponsor at time of application

Fiscal Sponsor Agreement Letter required!
Templates are available
4. Other eligible groups
   a. Non-arts and non-cultural nonprofit organizations, isolated arts budgets $400,000 or less
   b. Public entities, isolated arts budgets $400,000 or less
   c. Community education units, isolated arts budget of any size
Ineligible Groups

1. Organizations/Groups whose leadership staff are not comprised of at least 51% BIPOC, PWD, and/or LGBTQIA2+

2. Located outside of Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, or Washington county

3. Individuals

4. Public, private, alternative, charter, transitional, or home schools

5. Organizations whose main purpose is to raise funds for another person, organization, or cause.
Ineligible Projects & Expenses 1

• **Not Legally Compliant** - Not upholding laws, attempting to influence legislation, essentially for religious socialization of participants or audience, or discriminate against persons or groups.

• **Outside of Minnesota** - Activities that occur outside the state of Minnesota are ineligible. Travel expenses to/from Minnesota are ineligible, but you can engage an out-of-state artist or consultant (just don’t include travel expenses to/from Minnesota). Costs for relocating an address out of Minnesota are ineligible.
Ineligible Projects & Expenses 2

• Outside the Eligible Funding Period

MRAC grants cannot be used for reimbursement. All expenses included in the grant proposal must be **incurred** within the Eligible Funding Period listed for each grant round.

- **Incurred expenses** are those that are confirmed debts and/or firm promises to pay, whether or not cash has changed hands.
Ineligible Projects & Expenses 3

• The Proposal Start Date you enter in the application is the date on which you will begin *incurring* expenses for your project.
  o The earliest start date must be on or after May 18, 2022

• The latest possible Proposal End Date is **June 30, 2023**
Further Ineligible Project Activities

- Managed by another entity other than the applicant
- Designed to raise funds/regrant/donate funds to another entity
- Substituting other state dollars (arts education projects review this closely in the guidelines!)
- Capital projects (facility improvements and equipment purchases) to leased spaces that are not approved by the property owner
- No capital improvements can be made to residential properties
Specific Ineligible Budget Items

- **Unrealized income** (scholarships/in-kind), purchase of **real estate property**, purchase of **alcoholic beverages** or to pay associated costs, development of **endowments**, **debt reduction** and building **cash reserves**

- Arts groups and organizations and fiscally sponsored groups with arts projects - **capital funds** up to the full request amount

- Cultural groups and organizations, non-arts and non-cultural nonprofit organizations, public entities, and community education units - **up to 50% of the amount requested** from MRAC for capital expenses
Specific Ineligible Budget Items (cont.)

• Expenses included in another MRAC grant are ineligible
  o Already covered by another MRAC grant
  o Already requested in another pending MRAC application

If you include a given expense in your project budgets, you may not include this same expense in any other grant proposal you submit to MRAC.
Active Grants/Pending Applications

• Previous (pre-FY21) grant from MRAC – eligible
• FY21 Equity Response grant – eligible
• FY21 Flexible Support grant – maybe eligible
  o “Already Have Another MRAC Grant Award?” section of guidelines
  o Project Changes page on MRAC website (under Grants tab)
• FY22 Flexible Support grant/pending application - maybe eligible
Questions about the application process?

- Application process
- Application accessibility
- Before applying – resources
- Timelines
- Organizational eligibility
- Ineligible projects & expenses
Take a Break!
You deserve it!
Program Purpose

The Arts Impact for Groups grant provides up to $10,000 in funding to help groups create access to the arts and stay connected to audiences/community in Minnesota.
Increasing A Community's Access to the Arts
Defining Your Project (cont.)

• A first-time event or activity
• A recurring, annual, or seasonal event
• Specific portions of an ongoing program
• An activity supporting the organizational capacity and/or operations of the group

…that clearly fall within the Eligible Funding Period
Questions about purpose & projects?

• Program purpose
• Defining your project
Application components – seen by panel

• Group’s Purpose
• Project / Program Name & Description
• Project / Program
• Community
• Proposal Budgets
• Fiscal sponsor name (if applicable)
Application components – *not* seen by panel

- Start and end dates
- Outcomes Proposed
- Evaluation Plan
- Fiscal sponsor letter/email
- Lots and lots of data for reporting
  - For the organization/group
  - For the specific project
Application Tips

• You will type your application into the text boxes online.

• Character counts include letters, numbers, spaces, and paragraph breaks. There is no formatting (bold or italics).

• Do not include links in narrative text fields. They will be removed.

• The application system will auto-save your work every few minutes, but some applicants may wish to work in another document and paste your answers in once written.

• Application templates available as downloadable Word documents
Proposal Narrative

Group Purpose (1500 characters max)
Project / Program Name (100 characters max)
Project / Program Description (200 characters max)
Project or Program (3000 characters max)
Community (3000 characters max)
Proposal Budgets (1000 characters max each)
Group Purpose

(1500 characters max, consider numbering your responses)

1. What are the group’s goals or intentions related to your artistic practice and/or work in the community?

2. In general, what kind of arts programming does your group plan to produce, or has it produced?
Project / Program Name & Description

**Project / Program Name** (100 characters maximum)
In a few words, what is the name or title of your project or program?

**Project / Program Description** (200 characters maximum)
Provide a very brief (1-2 sentence) summary of your project, beginning with the phrase “Funding to…” or “Funding for…”
1. Describe the project or program for which the group seeks funding.

2. What are the goals of this project or program?

3. In what ways does this project or program align with or advance the group’s goals?

4. What are the activities that will take place? Where will the activities take place? Describe the major activities or tasks that take place between the start and end dates of your project or program.
1. Describe the people your project or program benefits, and how these people are aligned with the group.

2. Describe the connection between this project or program, and how it will benefit the people previously described in Question 1.

3. Who are the people working on the project or program? Describe their roles within the project or program. How are they aligned to the project or program goals?
Project Budgets

• In-kind items, scholarships, and ineligible expenses should not be included

• Keep in mind: Budgets must match
  o Meaning, your total expenses and total income must be the same number

• Staff will tabulate, so double-check all math

• Sample budgets and checklists in guidelines:
  o MRAC is the only funding source for the project/program
  o MRAC is one of multiple funding sources for the project/program
Project Budget Expenses (1000 characters)

• List the major expenses of your proposal with dollar amounts and short descriptions
  o *Do not* include in-kind expenses or any other ineligible expense

• Your project may be larger than the amount requested in this grant program

• Sum of all items listed in this section will be the Total Project Cash Expenses
Total Project Budget Expenses (cont.)

- **Examples of eligible expenses:**
  - Contracted Artists
  - Administrative & other personnel
  - Professional fees/consultants
  - Supplies and/or capital purchases
  - Space rental and/or equipment rental
  - Accessibility-related costs (be specific)
  - Facilities expenses
  - Administrative overhead (be specific)

Please carefully review **Project Eligibility** and **Ineligible Projects & Ineligible Expenses** sections of the guidelines. Including ineligible expenses may affect MRAC award/eligibility.
Project Income Budget (1000 characters)

- List the major cash income sources with dollar amounts and short descriptions
  
  o MRAC is the *only* funding source for the project/program:
    
    - $XX,XXX MRAC Arts Impact for Groups Grant
  
  o MRAC is one of *multiple* funding sources for the project/program:
    
    - $XX,XXX MRAC Arts Impact for Groups Grant
    - $X,XXX Additional source of income (named)
    - $XXX Additional source of income (etc.)
• **Examples of other sources of income:**
  - Ticket sales
  - Admission fees
  - Tuition fees
  - Pay-for livestream
  - Membership dues
  - Rental fees
  - Individual donations
  - Other grants/sponsorships

**Note:** The income budget must exactly match the expense budget.
Review Criteria

Group & Project Goals
Project Design
Relationships
Panel Review Scale – for each criterion
Rating Guide – Group & Project Goals

To what extent do you agree with the following?

• Applicant has described specific goals/intentions overall that create (or contribute to the group’s capacity to create) access to the arts.

• Applicant’s vision for how it produces arts activities is relevant to the interests/needs of the community it is intended to benefit.

• Applicant has made a compelling case for why the proposed project aligns with or advances the group’s goals/intentions.
Rating Guide – Project Design

1 2 3 4 5

To what extent do you agree with the following?

• The project details are thoroughly considered, the scope is appropriate.

• Activities will effectively produce the intended outcomes for the group.

• The project’s design will create (or contribute to the group’s capacity to create) meaningful access to the arts that is inclusive and accessible to community members marginalized because of race, disability, and other kinds of oppression.
Rating Guide – Relationships

1 2 3 4 5  

To what extent do you agree with the following?

• Applicant has clearly defined a community (or communities) that will benefit from the project or program (who is in this community, who is served in/by this community).

• The project described is specifically designed to benefit this community, and has well defined methods of reaching intended community members and meeting their needs.

• Applicant has demonstrated that people working on the project authentically reflect and are positioned to serve this community.
Leadership - (1,000 characters maximum)

• List the individuals who lead your group. Do not list bios in this section.
  o Example: Mirella Espino, Community Organizer, Treasurer

• Group “leaders” - the people who are in positions of power
  o Core decision-makers of the group’s overall operations

• Fiscally-sponsored groups - not the staff/board members of the fiscal sponsor

• Refer to the Group Information and Data section in the AIG Guidelines
Leadership (cont.)

- Individuals named on this list must know that they are part of the leadership team of the applicant and know this proposal is being submitted.

- A **minimum of three (3) individuals** must be listed as part of the leadership team.

- Leadership identities questions

- The information submitted here will **not** be provided to panelists as part of their review of your application.
Questions about application content?

- Application components
- Narrative
- Project Budgets
- Review criteria / review scale / rating guide
- Leadership
Submitting Your Application

• All applications must be **submitted online by the 11:59 p.m. deadline**
  - If you do not have access to a computer/internet, contact us well before the deadline

• Staff technical assistance is available until **5:00 p.m. on deadline day**

• Have an **active email address** you check often, official communications happen through email
  - We may contact you at any point between submission and the final decisions
MRAC Grant Interface

- Use one account per organization, but there can be multiple contacts in the organization.

- Log-in ID = email address (not organization name)

- You can reset your password (staff can help)
If you receive an award

- Sign the grant agreement and upload a W9 dated within this fiscal year (July 1, 2021-June 30, 2022)
- Check is issued to group’s/fiscal sponsor’s address
- Acknowledgment (logo and language)
- **Communicate project changes** ahead of time
- Submit final report
Additional Questions?

[link] mrac.org/arts-impact-groups

“Help with your application” section → [link] meeting request form

[link] mrac.org/grants

Welcome to MRAC Grants, other grant programs