



Informational Workshop

ArtsGreensboro Reentry Grant Program FY 2021/2022

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About Grant Program

- The purpose of the Reentry Grant is to provide operating support for established Greensboro arts organizations with a proven track record of providing quality and accessible art experiences for the citizens of Greensboro.
- ArtsGreensboro recognizes that all arts and culture organizations are operating under extreme uncertainties, with many unknown variables because of the pandemic's lingering impact.
- For this year only, the Reentry Grants will cover an abbreviated cycle of **April 1, 2022 – June 30, 2022**. This is due to the anticipated timing of decisions by City and County officials on the allocation of American Rescue Act Plan funds.

Eligibility for Application

- Be an arts organization (i.e., 75% of activities are arts-based) not affiliated with a college, university, or governmental entity.
- Have IRS 501(c)3 tax status for the last three consecutive years.
- Have continuous administration throughout the year.
- Must be an organization based in Greater Greensboro.
- Have NOT been awarded a Multicultural Grassroots Grant in the current calendar year.



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The Reentry Grant funds may be used in key areas:

- (1) Scaling personnel operations to meet renewed demand and assist in paying employees (new and existing); assist in increasing hourly rate paid to employees to mirror the City's minimum wage of \$15/hour
- (2) Securing technology to enable hybrid programming (live and virtual)
- (3) Funds to retain consultants to provide professional guidance that strengthens operational and business planning

Note for Clarity: Any regular operational expense can be covered by the grant, including maintaining regular current salaries. Scaling or increasing salaries is NOT required.

The total pool of available funds is \$170,000, the maximum grant amount is \$25,000, and each grant must be matched 1:1.

Matching Criteria: Dollar to Dollar (1:1)

- This grant is a 1:1 matching grant. Matching funds may consist of earned revenue, contributed revenue, cash on hand, or in-kind gifts. Please keep in mind that matching funds for the grant don't have to be dollars you raise in the three-month grant period.
- Examples of earned revenue include ticket or merchandise sales, student fees for classes, or consulting fees.
- Contributed revenue includes fundraising and grants. This is not limited to any specific granting source (public or private); any grant is acceptable for matching funds. Pledges are acceptable for contributed revenue.
- In-kind donations can include the value of a venue, product, or service that you are allowed access to for free. Volunteer hours are not considered an in-kind gift.

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What will the grant not fund

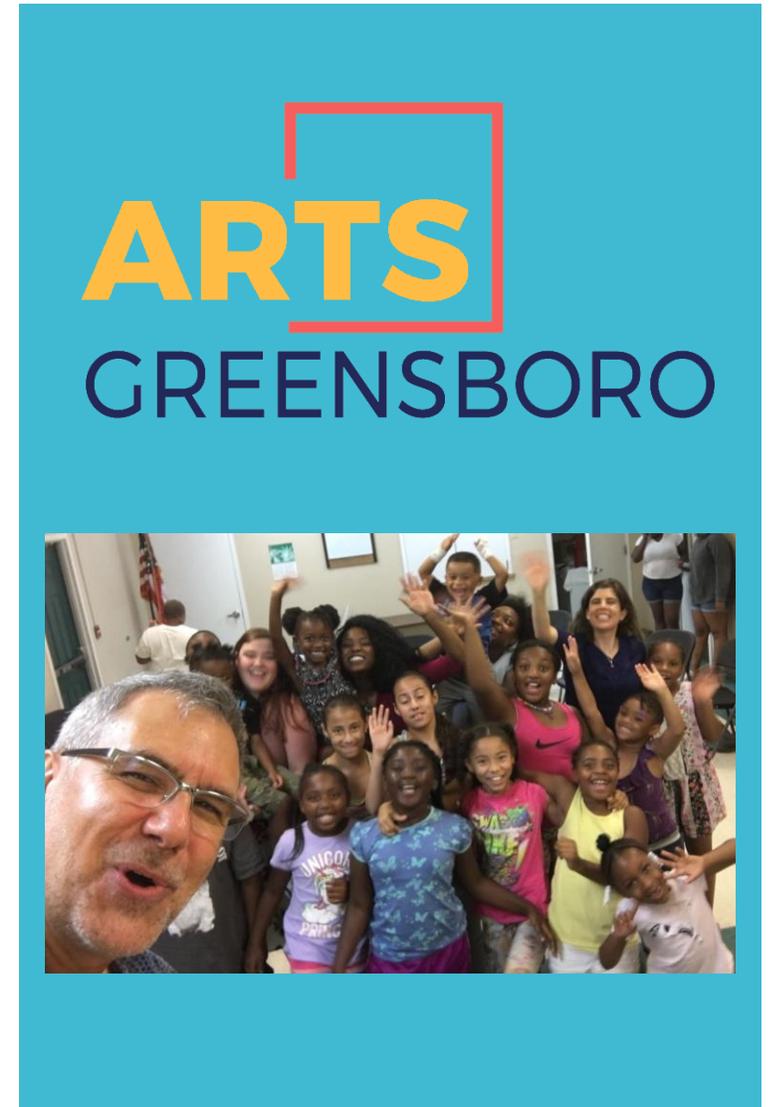
This grant is intended to support current operations. The grant will not cover any capital improvements or debt service.

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Budget

- Download the Financial Reporting Template from: <https://www.artsgreensboro.org/artsgreensboro-reentry-grants-for-march-june-2022/>
- Be sure to fill out both sheets in the template.
- Be thorough and clear. Explain large discrepancies year over year in your narrative statement about your financial position. Naturally, we know that Covid affected everyone's financial positions last year, but try to give context to one-time large infusions of cash, large expenses, any anomalies, etc.
- Assume the panelists are completely unfamiliar with your organization – do not leave them to guess at anything.
- On Sheet 2 of the template – "Grant Requested" column should break down what expenses the grant request will cover. "Applicant Match" column should consist of the remainder of your budget for April-June. So, the "Total" column should reflect a 3-month budget for your organization.
- Applicant Match should be equal to or greater than the Grant Requested amount.



Reentry Grant Application Financial Report

Organization Name:	Test Budget
Person Completing Report:	Chaunte Rankin
Fiscal Year Start Date:	July 1st
Current Cash on Hand:	10000

Note: FIELDS HIGHLIGHTED IN BLUE ARE FORMULAS. DO NOT ENTER INFORMATION MANUALLY.

	Last Complete Fiscal Year Actuals	Current Fiscal Year Budget	Next Fiscal Year Budget
INCOME			
Ticket Sales	2521	7500	10000
Contracted Services	521	750	1250
Classes	8352	15000	20000
Other Earned Revenue	500	2500	3500
Total Earned Revenue	11894	25750	34750
Corporate Support	1250	5000	5000
Foundation Support	15000	25000	25000
Individual Support	6000	10000	15000
Federal Government Support	5000	5000	5000
State Support	30000	25000	25000
Local Support	12000	10000	15000
Other Contributed Support	45000		
Total Contributed Revenue	114250	80000	90000
In-Kind Revenue	24000	24000	24000
INCOME TOTAL	150144	129750	148750
EXPENSES			
Administrative Staff	25000	30000	35000
Artistic Staff	55000	45000	50000
Technical/Production Staff			
Payroll Taxes and Benefits	6000	6750	6750
Total Personnel Expenses	86000	81750	91750
Artistic Contracts	10500	10500	12750
Other Contracts	3000	3000	3250
Total Outside Contracts	13500	13500	16000
Marketing Expenses	3500	3500	4000
Other Program/Production Expenses	2000	2000	3500
Total Program/Production Expenses	5500	5500	7500
Rent			
Utilities			
Computer/Technology Expenses	3500	3500	5000
Other Administrative Expenses			
Total Administrative Expenses	3500	3500	5000
In-Kind Expenses	24000	24000	24000
EXPENSES TOTAL	132500	128250	144250
NET PROFIT/LOSS	17644	1500	4500

Reentry Grant Budget for Operational Support*

Organization Name:	Test Budget
Person Completing Report:	Chaunte Rankin
Grant Amount Requested:	15000
Current Cash on Hand:	10000

*Operational Support Funds are designated for the time period of April - June 2022.

Note: FIELDS HIGHLIGHTED IN BLUE ARE FORMULAS. DO NOT ENTER INFORMATION MANUALLY.

	Grant Requested	Applicant Matching Funds	Total
INCOME			
Reentry Grant	15000		15000
Earned Revenue		2500	2500
Contributed Revenue		5000	5000
Cash on Hand		10000	10000
In-Kind Support		6000	6000
Total Income	15000	23500	38500
EXPENSES			
Administrative Staff	7500	10000	17500
Artistic Staff		2000	2000
Technical/Production Staff			0
Payroll Taxes and Benefits		800	800
Total Personnel Expenses	7500	12800	20300
Artistic Contracts	7500		7500
Other Contracts		500	500
Total Outside Contracts	7500	500	8000
Marketing Expenses		1000	1000
Other Program/Production Expenses		2000	2000
Total Program/Production Expenses	0	3000	3000
Rent			0
Utilities			0
Computer/Technology Expenses			0
Other Administrative Expenses			0
Total Administrative Expenses	0	0	0
In-Kind Expenses		6000	6000
EXPENSES TOTAL	15000	22300	37300
NET PROFIT/LOSS	0	1200	1200

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Review Criteria

- Artistic quality of proposed projects or programs
- Community impact of project or programs
- Ability to plan and implement the project or programs
- Stability and fiscal responsibility of the organization

If you get funded

- Your organization will enter into a contractual agreement with ArtsGreensboro.
- Your organization will be required to complete a final report with
 - Audience numbers
 - Audience demographics
- Demonstrate use of ArtsGreensboro logo and credit line on promotional materials
- Grant payments will be distributed in two payments: 50% upon execution of the contract, no later than March 31, 2022, and 50% no later than May 15, 2022.



Reporting Requirements

Each grantee will be required to submit a final report providing a detailed description of the usage of the funds, participation statistics and demographics, marketing samples, and program materials using the ArtsGreensboro credit line and logo. The final grant report will be due **by July 15, 2022**. Complete, accurate, and timely data is critical in determining organizational impact and supporting ArtsGreensboro's fundraising efforts. Final reports are to be submitted via Submittable. Please follow all instructions carefully.

List of items to gather throughout support period:

- Detailed description of the usage of the funds
- Participation statistics for programming during the grant period including demographics
- Narrative of how the organization served the community and highlights of individual stories demonstrating impact.
- Marketing/Promotional Materials



ArtsGreensboro Recognition

Grantees must acknowledge ArtsGreensboro's support by including their logo and funding credit line in all print and promotional materials related to the grant. The ArtsGreensboro website offers information and downloadable logos at [ABOUT - ArtsGreensboro](#) at the bottom of the page.



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