

**FY17-18  
Cultural Pathways Program  
Grant Application Instructions**



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## **Application Deadline and Grant Activity Periods**

**Revised Application Deadline: February 23, 2018, 5:00 PM**

Grant Period: June 1, 2018 - May 31, 2020

### **Purpose**

The purpose of the Cultural Pathways (Pathways) program is to strengthen the capacity of small, new and emerging arts organizations that are rooted in communities of color, recent immigrant and refugee communities, and tribal or indigenous groups, and to anchor the cultural and creative work of these organizations into the cultural landscape of the state.

Organizations can request up to \$20,000 in general operating support across the term of the two-year program. Grantees will receive a maximum of \$10,000 per year, for each of the two years.

### **Instructions for Submitting an Application**

Please read the program Guidelines carefully. CAC Program Specialists are available to answer questions prior to the application deadline however, may not be able to follow up on application details after submission. Applications are forwarded onto the Peer Review Panel as they are submitted to the CAC through the online grants management system at [calartscouncil.smartsimple.com](http://calartscouncil.smartsimple.com).

This document includes an application checklist, an overview of the Registration process, Guideline Reminders, and questions you will encounter on the application.

The Pathways review panel will meet in March 2018, and Panel Recommendations will be presented to the California Arts Council at the April and public meetings. Arts Council members make final decisions on all grants.

### **Staff Contact**

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[Click Here for Language Assistance](#)

## Checklist for Preparing an Application

- User Registration at [calartscouncil.smartsimple.com](http://calartscouncil.smartsimple.com) (one organizational contact is recommended)
- Narrative Questions
- Work Sample Materials
- Key Staff Biographies
- Letter of Support or Testimonial
- 3 Years' Budget Snapshot
- *New for FY17-18:* Applicants using Fiscal sponsors must submit the Fiscal Sponsor's IRS Form 990 and a Letter of Agreement with application

## Registration Information

The California Arts Council has a new grant application system, accessible at [calartscouncil.smartsimple.com](http://calartscouncil.smartsimple.com). All applications must be submitted in the system by 5:00 p.m. PST on the day of the stated grant deadline.

All users of the California Arts Council (CAC) online grant management system must first register for a user account. Each account may be associated with only one email address.

Because the CAC only offers grants to organizations, users will associate their account with an organization through the registration process.

The initial user to register an organization will become the Primary Contact for that organization, responsible for “certifying” the organization by completing the organizational profile, including the organization’s mission statement and purpose, and summary of core programs and services. This information will auto populate in the Organization Details tab of the application.

**Please choose the Primary Contact for your organization carefully. The Primary Contact is responsible for validating the Organizational Profile annually.**

Have the following information and documentation prepared before registering your new user account:

- Federal EIN\* or legal Organization name
- Contact information including business address, mailing address (if different), email, and phone

Organizational Details: The first person to register an organization will become the “Primary Contact” and is responsible for completing the organizational profile, including the organization’s mission statement and purpose, and summary of core programs and services. This information will auto populate in the Organization Details tab of the application.

If you are the Primary Contact for your Organization, you will need to complete the following fields in your Organization Profile before you apply for grants:

- DUNS Number\*. Obtain a DUNS number at the following URL: [fedgov.dnb.com/webform](http://fedgov.dnb.com/webform)
- Fax number (if applicable) and website
- Year organization began arts programs and/or services
- County
- Your Organization’s Executive Leader’s contact information
- Your Organization’s mission statement and purpose
- Brief summary of your organization’s core programs and services

\* Note: Federal EIN and DUNS numbers are not required at the time of registration/certification for unincorporated organizations or groups intending on applying for CAC funding with a Fiscal Sponsor.

Find more information about registering for your [calartscouncil.smartsimple.com](http://arts.ca.gov/programs/program_files/shared_files/CAC_SmartSimple-Registration_InformationFINAL.pdf) user account at the following link: [http://arts.ca.gov/programs/program\\_files/shared\\_files/CAC\\_SmartSimple-Registration\\_InformationFINAL.pdf](http://arts.ca.gov/programs/program_files/shared_files/CAC_SmartSimple-Registration_InformationFINAL.pdf).

## Guideline Reminders

**Fiscal Sponsors:** If applying in partnership with a Fiscal Sponsor, the Applicant Organization will provide the Fiscal Sponsor contact and organizational background information, along with Fiscal Sponsor EIN and DUNS numbers, within the Application. In addition, the Applicant Organization must submit the following at the time of application:

- Letter of Agreement signed by both the Applicant Organization and the Fiscal Sponsor indicating commitment to the request for CAC funding and understanding of the roles and responsibilities of each party. If a grant is awarded, the fiscal sponsor becomes the legal contractor
- Fiscal Sponsor's IRS Form 990

**Matching Funds:** Matching funds are not required for this grant.

**DataArts Funder Report:** While *not a requirement in order to apply* to Pathways, successfully funded applicants will be expected to complete a Cultural Data Profile by the end of the second year. For more information on DataArts visit [culturaldata.org](http://culturaldata.org).

**Accessibility:** All CAC-funded programs, services, information, and buildings and facilities where funded activities take place must be accessible. The CAC requires applicants to review the National Endowment's (NEA) Office of Accessibility website and download and review the NEA's Accessibility Checklist. The checklist is an instructive tool created as a guide to ensure physical and communication access to organizations and projects funded by the NEA.

**Grant Request Amount:** Beginning in FY17-18, applicants may not apply for more than 50% of their Total Operating Revenue from one or multiple CAC grant programs. The 50% calculation will be based on the figures reported in the 3-Years' Budget Snapshot or DataArts' funder report.

## Application Questions

The following are the narrative and quantitative questions that will be asked on the application.

### Narrative Questions:

1. Cultural Pathways funding is intended to serve organizations that are deeply rooted in, and reflective of communities of color, recent immigrant and refugee communities, and tribal or indigenous groups. Please describe the community that your organization is rooted in, being sure to include the following: (2000 characters)
  - Specify community being served
  - How your organization's mission, activities, programs and/or services, staff, and board (or other advisory or governing body) are deeply rooted in and reflective of this specific population
  - Depth of existing community support, participation and involvement

2. Describe how your organization nurtures authentic and creative voices from within your community. Be sure to highlight your most significant existing, ongoing, and planned arts activities, programs and/or services. (2000 characters)
3. How will Pathways funding support your organization? What is your desired impact? How will you document and measure this impact? (1500 characters)
4. Identify administrative, artistic, and/or governance personnel who will participate in Technical Assistance and Professional Development and peer-to-peer activities related to the program (minimum 40 hrs per year). Provide their name(s) and relationship to the organization. (1000 characters)
5. Identify which areas of Professional Development would most benefit your organization. (You will have an opportunity to select all that apply from the following list.)
  - Strategic planning and implementation
  - Leadership and board development
  - Nonprofit financial management
  - Fund development strategies
  - Marketing and outreach
  - Data and systems management
  - Arts presenting
  - Communicating the value of your work
  - Program Evaluation
  - Developing and maintaining partnerships
6. Share the areas of greatest need for your organization. Your description may include, but need not be limited to, the Professional Development areas identified above. (1000 characters)

**Quantitative Questions:**

1. Number of free events
2. Number of organizational partners
3. Number of for-profit business partners
4. Number of governmental agency partners
5. Number of hours broadcast on radio, television, cable, web or other digital networks
6. Number of concerts/performances/readings
7. Number of lectures/demonstrations/workshops/symposiums
8. Number of classes or sessions
9. Number of exhibitions curated/presented
10. Number of other events (with description, if applicable)
11. Number of artists' residencies directly involved
12. Number of artists directly involved
13. Number of youth to directly benefit
14. Number of total individuals to directly benefit  
Enter the total number of individuals who will directly be involved with the anticipated activity/activities. This includes the artists directly involved and children/youth benefiting, as well as actual audience numbers and other non-artist project participants.
15. Number of individuals to be compensated through this grant.

**Budget:**

The following are budget tables you will complete in the budget portion of your application:

- General Operating Budget - Applicants must provide a budget showing Revenues and Expenses for projected FY18-19, as well as the proposed expenditure of CAC funds.

- 3-Years' Budget Snapshot - Applicants must provide a Statement of Financial Activities (Income and Expense) for three years. Income and Expenses are asked for Prior, Current, and Projected Fiscal Years (FY). Budget Snapshot Notes are required, in order to address significant changes in line items from one year to the next and to explain anticipated surpluses or deficits.

**Support Materials:**

The following are required items to be uploaded to your application.

- Work Sample Materials - Provide up to three different samples of materials generated within the past two years that best portray your organization, its arts programming and/or arts services. These may include marketing collateral such as flyers, brochures, and newsletters, as well as programs, reviews, etc.
- Key Biographies - Provide brief biographies (not resumes). Include title, experience, and role within the proposed grant. Indicate where positions are new, to be supported by grant funds for the following individuals:
  - Key Administrative Personnel
  - Artistic Personnel
  - Any Consultants to be paid or hired with CAC support
- Letter of Support or Testimonial - Provide a signed statement from a key stakeholder, partner, or member. Statement should substantiate the quality of the organization, and affirm the organization's impact on its constituents.

**Ranking Guide:**

A peer panel reviews all applications and work samples in a multi-step process that involves assigning numerical ranks to each application. The 6-point ranking system below is utilized and panelists' ranks are averaged to obtain the final score.

For each of the following rankings, the description refers to the contents of the application submitted, including work samples and attachments.

<b>6</b>	<b>Exemplary</b>	Meets all of the review criteria to the highest degree possible
<b>5</b>	<b>Strong</b>	Meets all of the review criteria in a significant manner
<b>4</b>	<b>Good</b>	Meets all of the review criteria to some extent; however, areas of the application need improvement, development or clarification
<b>3</b>	<b>Marginal</b>	Does not meet the majority of the review criteria in a significant manner
<b>2</b>	<b>Weak</b>	Significant inadequacies in addressing review criteria; proposals that do not meet the program requirements
<b>1</b>	<b>Ineligible</b>	Incomplete applications, applications that do not meet eligibility criteria or that include significant ineligible expenses in application budget. Former grantee organizations not in compliance with CAC grant requirements.

## **Review Criteria:**

Be sure to thoroughly read Review Criteria and Application Evaluation information below, to learn more about how applications are reviewed by the panel during the adjudication process.

The qualities of exemplary applications (Ranked 6) are outlined, and the areas of the application in which those criteria will be assessed during the adjudication process are identified.

**Review Criteria #1: Equity and Impact:** Degree to which the organization nurtures authentic and creative voices from within their community. Extent that organization is rooted in, reflective of, and responsive to the target community benefiting from its work.

### **Qualities of Exemplary Applications:**

- Clear description and identification of the specific local community being served.
- Organizational mission, activities, programs and/or services, clearly demonstrates a deep and inherent connection to the identified community of color, immigrant, refugee, tribal, or indigenous community being served.
- Organizational leadership, governance, and community served is highly reflective of this specific population.
- Strong breadth and depth of existing community support, participation and involvement.
- Strong evidence of successfully nurturing authentic and creative voices from within the defined community.
- Clear articulation of intended anticipated funding outcomes, desired impact, and methods of documenting and measuring this impact.

### **Areas of Assessment:**

- Organization's Mission Statement
- Summary of core organizational programs and services
- Proposal Narrative
- Work Sample Materials
- Key Biographies
- Letter of Support or Testimonial

**Review Criteria #2: Readiness:** Experience and qualifications of key administrative personnel. Allocation of human and fiscal resources appropriate to the size of the organization, group or collective. Level of involvement, engagement, and support provided by staff, volunteers, and if applicable, advisory groups and board of directors. Ability to communicate programs and services effectively to constituents. Letter of support from a key stakeholder, partner or member, substantiating the quality of the organization, and affirming the organizations impact on its constituents.

### **Qualities of Exemplary Applications:**

- Staff and board membership are diverse and representative of organizational constituents, including the specific community being served.
- Application includes evidence of qualified administrative personnel and organizational structure necessary to implement proposed activities, programs, and services.
- Any Consultants to be paid or hired demonstrate strong experience and qualifications, and success performing similar duties in previous work.
- Organization demonstrates strong fiscal health.

- Strong evidence of ability to market and promote programs and services.
- Application, including narrative and budgets, are complete and free from errors.

**Areas of Assessment:**

- Proposal Narrative
- General Operating Budget and Budget Snapshot
- Work Sample Materials
- Key Biographies
- Letter of Support or Testimonial
- Completeness and accuracy of overall application

**Review Criteria #3:** Artistic Merit: Evidenced by artistic work and support materials, artistic personnel, and arts programming schedule of activities.

**Qualities of Exemplary Applications:**

- Applicant organization and artistic personnel demonstrate deep connection to and experience working with the specific community being served.
- Artistic personnel to be supported are highly skilled and accomplished in their craft.
- Artistic work presented or curated by the organization demonstrates high artistic quality as well as a strong cultural relevancy to, and representation of, program participants.
- The needs and contexts of the specific community being served guide the development of provided activities.

**Areas of Assessment:**

- Proposal Narrative
- Work Sample Materials
- Artistic Personnel Biographies

**Review Criteria #4:** Documentation and Evaluation Plan: Ability to demonstrate the relevance, impact and benefits of the organization's programs and services. Should include both qualitative (storytelling) and quantitative information.

**Qualities of Exemplary Applications:**

- Support Materials indicate relevancy of program activities, as well as ability to document impact and benefits to community being served.
- Organization uses ongoing evaluation to assess programmatic strengths and areas for growth.

**Areas of Assessment:**

- Proposal Narrative
- Work Sample Materials