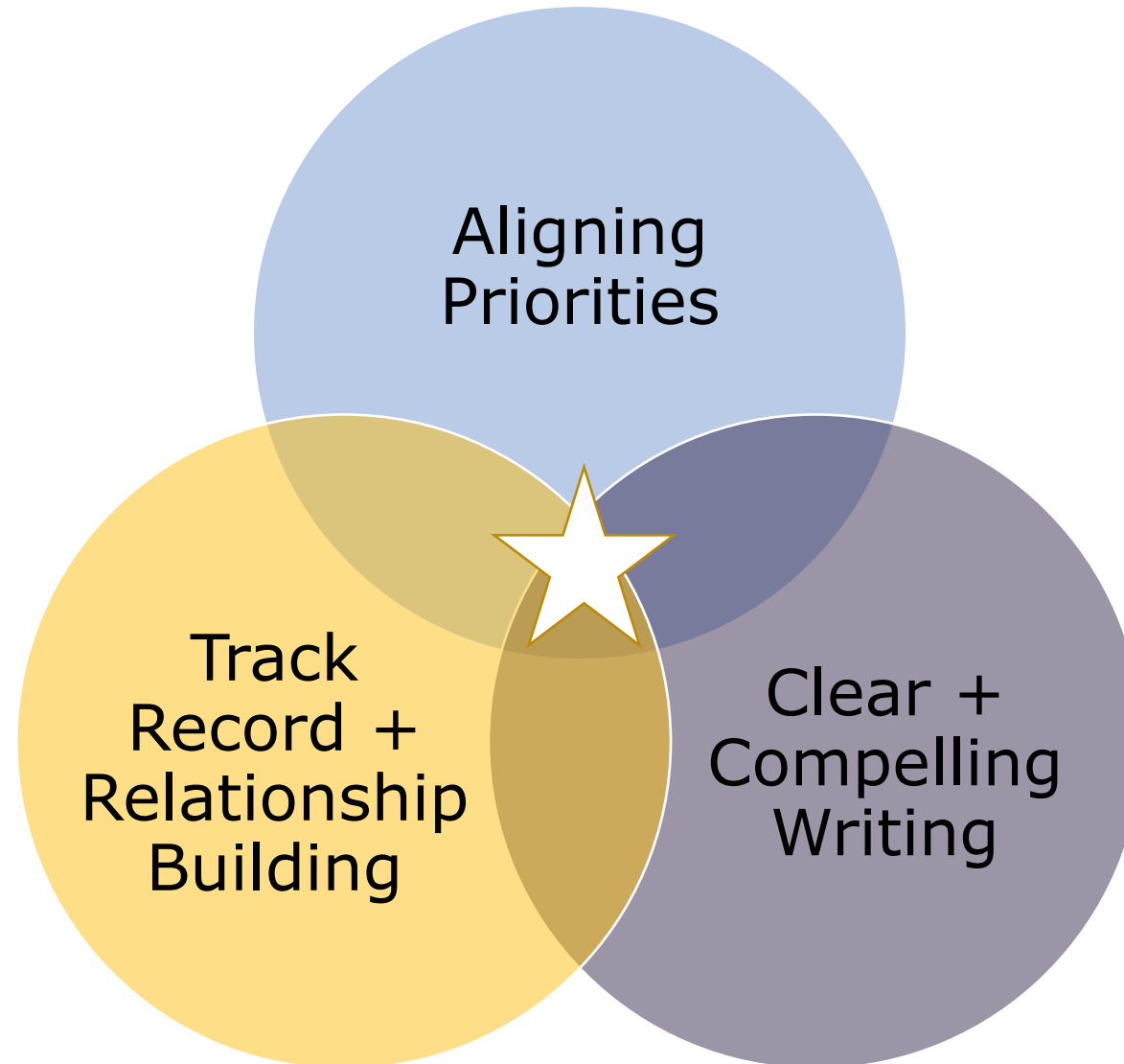


# Grant Writing for Artists

EM Alumni workshop

Presented by EM Faculty and Assistant Dean,  
Andrew Worden

# Basic Principles



# The Landscape

Who gives grants? Who gets them?

# The Landscape

## Foundations

- Non-governmental entity that is established as a nonprofit corporation or a charitable trust, with a principal purpose of making grants to unrelated organizations, or individuals.
- There are two broad categories of foundations:  
(1) Private foundation  
(2) A grant making public charity

## Governments

- Grants that are dispensed through government agencies.
- Examples:  
National Endowment for the Arts (Federal), Mass Cultural Council (State) or Boston Cultural Council (Municipal)

## Non-Profits

- Despite their name, many nonprofit organizations have grant programs of various types (cash grants, fellowships, etc.).
- Examples of non-profit organizations that give grants include:  
Universities,  
Local service and arts organizations

## Corporations

- Many local and international corporations have grant-making programs for individuals (scholarships) and organizations.
- Examples: Target, Coca Cola Foundation, Bank of America

# Who's applying?

## Organization

Many foundations and government agencies only give grants to recognized nonprofit organizations with 501(c)(3) status.

## Individual Artist

While some grants are open to individual artists, many will require that an artist have a fiscal sponsor.

# 501(c)(3) and Fiscal Sponsorship

## Foundations

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# Researching Grants

Where to look, what to look for.

# Increasing your literacy:

Increase your general literacy by taking notice of which foundations, government organizations, etc. fund artists in your discipline.



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## current supporters

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So Percussion is Generously Supported by:

The Argosy Foundation  
The Mary Flagler Cary Charitable Trust  
The Copland Fund for Ensembles  
National Performance Network  
The Endicott Charitable Trust  
Materials for the Arts  
Mid Atlantic Arts Foundation/US Artists International  
The New York City Department of Cultural Affairs  
The New York State Council on the Arts  
The Trust for Mutual Understanding

### LISTEN TO SŌ

Click [here](#) to listen to Sō while you browse our site.

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### GIVE TO SŌ

[Make A Donation](#)

Your donation is 100% tax-deductible!  
Also check out the [Sō Percussion Creation Initiative!](#)



# Search online for specific opportunities:

Create a matrix of possible funding opportunities for your project along with deadlines, application process, and eligibility requirements using the resources listed:



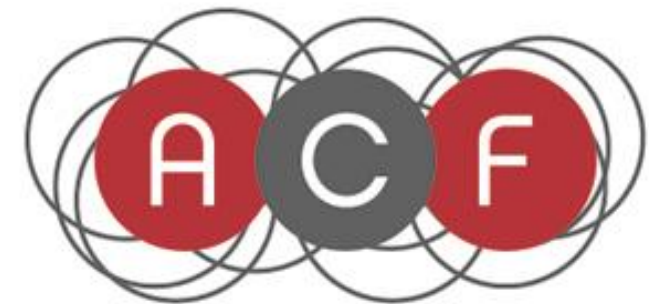
NYFA Grant Source



bridge



Creative Capital



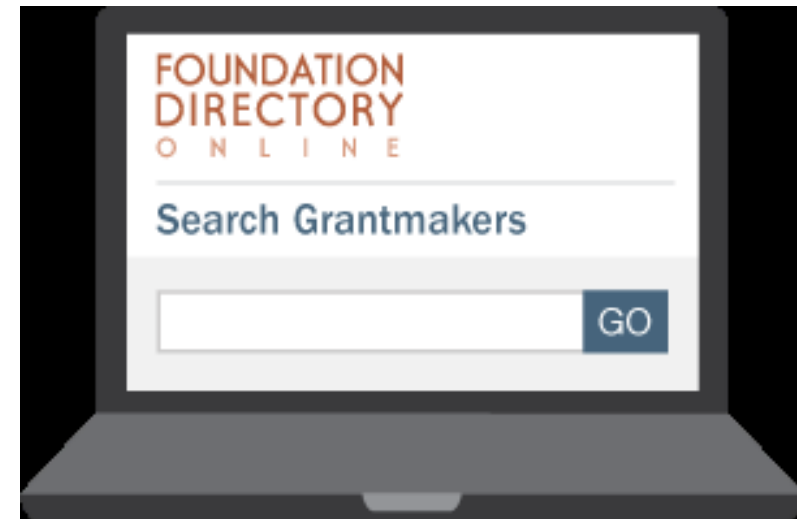
# Foundation Directory Online

**Grantmaker Profiles** - information about foundations and other grant makers

**Grant Information** - detailed grant information, including past recipients, descriptions, and types of support

**Key Decision Makers** - names of staff, board members and trustees

**Searchable 990** - keyword search Forms 990 to find recently awarded grants and other key information



## Check for eligibility:

When reviewing possible funding opportunities, check the following criteria to assess your eligibility

- Tax exempt status (orgs/projects)
- Geographic location
- Funding priorities
- Nationality (individuals)
- Stage of project/org/career
- Size of org/project (annual budget, staff, etc.)
- Affiliations or memberships

# Look at past funding patterns:

Once you have identified a specific grant opportunity, seek out information about projects/orgs that have been funded in the past (and at what level).



**Sparkplug Foundation**  
Funding start-up projects and innovations  
in music, education and community organizing.

**Your Application**  
New England Conservatory of Music

**Explore Sparkplug**

- Home
- Mission
- Guidelines
- How to Apply
- FAQs & Resources
- Past Grants
- Contact Us
- My Account
- Log Out

See grants for:  See grants from:  See grants to:

**651 Arts**, Brooklyn, NY  
Development of Tania Leon's Son Sonora Ensemble, a musical  
\$4000.00  
<http://651arts.or>  
2004 Spring  
Music

**Adhikaar for Human Rights and Social Justice**, Staten Island, NY  
Women's led community group conducting demographic and needs assessment as part of organizing in the Nepali community in the U.S.  
\$5000.00  
<http://adhikaar.org>  
2006 Spring  
Community Organizing

**Ady Ben-Israel**, Brooklyn, NY  
For "One Step Ahead of the Wall," short videos of Palestinian non-violent demonstrations to be shown on Palestinian television to increase knowledge of non-violent techniques  
\$3800.00

# Access important financial records:

Use GuideStar to access a foundation's 990 form to see assets, past grantees and staff/trustee information



GUIDESTAR®

GuideStar gives you free access to the most recent tax filings for non-profit organizations. You can find out important information about the grants organizations have made in the past several years, and use this information to assess whether your project is a match, and what level of funding you should request if it isn't made clear in the application guidelines.

**Form 990** Return of Organization Exempt From Income Tax  
 Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)  
 Department of the Treasury Internal Revenue Service

OMB No. 1545-0047  
**2013**  
 Open to Public Inspection

Do not enter Social Security numbers on this form as it may be made public.  
 Information about Form 990 and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

**A** For the 2013 calendar year, or tax year beginning **JUL 1, 2013** and ending **JUN 30, 2014**

**B** Check applicable:  Address change  Name change  Initial return  Termination  Amended return  Rollover  Spin-off pending

**C** Name of organization: **NATIONAL ARBOR DAY FOUNDATION**  
 Doing Business As: **ARBOR DAY FOUNDATION**  
 Number and street (or P.O. box if mail is not delivered to street address): **211 NORTH 12TH STREET** Room/suite: **501**  
 City or town, state or province, country, and ZIP or foreign postal code: **LINCOLN, NE 68508**

**D** Employer identification number: **23-7169265**

**E** Telephone number: **402-474-5655**

**F** Name and address of principal officer: **MATT HARRIS**  
**SAME AS C ABOVE**

**G** Gross receipts: **42,574,000.**

**H(a)** Is this a group return for subordinates? Yes  No  **X**  
**H(b)** Are all subordinates included? Yes  No   
 If "No," attach a list. (see instructions)

**H(c)** Group exemption number: **1971**

**I** Tax-exempt status:  501(c)(3)  501(c) ( ) (insert no.)  4947(a)(1) or  527

**J** Website: **WWW.ARBORDAY.ORG**

**K** Form of organization:  Corporation  Trust  Association  Other

**L** Year of formation: **1971** **M** State of legal domicile: **NE**

**Part I Summary**

**1** Briefly describe the organization's mission or most significant activities: **THE PURPOSE OF THE CORPORATION SHALL BE TO ENGAGE IN EDUCATIONAL AND CHARITABLE ACTIVITIES**

**2** Check this box  if the organization discontinued its operations or disposed of more than 25% of its net assets.

**3** Number of voting members of the governing body (Part VI, line 1a) **3**

**4** Number of independent voting members of the governing body (Part VI, line 1b) **10**

**5** Total number of individuals employed in calendar year 2013 (Part V, line 2a) **552**

**6** Total number of volunteers (estimate if necessary) **0**

**7a** Total unrelated business revenue from Part VIII, column (C), line 12 **5,387,555.**

**7b** Net unrelated business taxable income from Form 990-T, line 34 **-732,323.**

	Prior Year	Current Year
<b>8</b> Contributions and grants (Part VIII, line 1b)	25,164,299.	26,861,907.
<b>9</b> Program service revenue (Part VIII, line 2g)	11,519,084.	11,202,467.
<b>10</b> Investment income (Part VIII, column (A), lines 3, 4, and 7d)	-233,782.	-5,170.
<b>11</b> Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	2,065,965.	2,505,903.
<b>12</b> Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	38,515,566.	40,565,107.
<b>13</b> Grants and similar amounts paid (Part IX, column (A), lines 1-3)	0.	260,000.
<b>14</b> Benefits paid to or for members (Part IX, column (A), line 4)	0.	0.
<b>15</b> Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	11,636,873.	12,010,839.
<b>16a</b> Professional fundraising fees (Part IX, column (A), line 11e)	0.	0.
<b>b</b> Total fundraising expenses (Part IX, column (B), line 25) <b>2,989,436.</b>		
<b>17</b> Other expenses (Part IX, column (A), lines 11a-11d, 11f-24c)	25,832,999.	26,957,621.
<b>18</b> Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	37,469,872.	39,228,460.
<b>19</b> Revenue less expenses. Subtract line 18 from line 12	1,045,694.	1,336,647.
<b>20</b> Total assets (Part X, line 16)	35,456,431.	36,050,814.
<b>21</b> Total liabilities (Part X, line 20)	8,135,370.	7,166,648.
<b>22</b> Net assets or fund balances. Subtract line 21 from line 20	27,321,061.	28,884,166.

**Part II Signature Block**

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. The preparation of preparer (other than officer) is based on all information of which preparer has any knowledge.

**Sign Here** **MATT HARRIS**, CHIEF EXECUTIVE OFFICER  
 Signature of officer: *Matt Harris* Date: **30 OCT 14**

**Preparer** **KRYSTAL L SIEBRANDT, CPA, KRYSTAL L SIEBRANDT**, 10/06/14, PIN: **000543870**  
 Firm's name: **HBE BECKER MEYER LOVE LLP** Firm's EIN: **47-0677245**  
 Firm's address: **7140 STEPHANIE LANE, P.O. BOX 23110** Phone no. (402) 423-4343  
**LINCOLN, NE 68542-3110**

May the IRS discuss this return with the preparer shown above? (see instructions)  Yes  No

SEE SCHEDULE O FOR ORGANIZATION MISSION STATEMENT CONTINUATION

# Relationship Building

People give money to people.

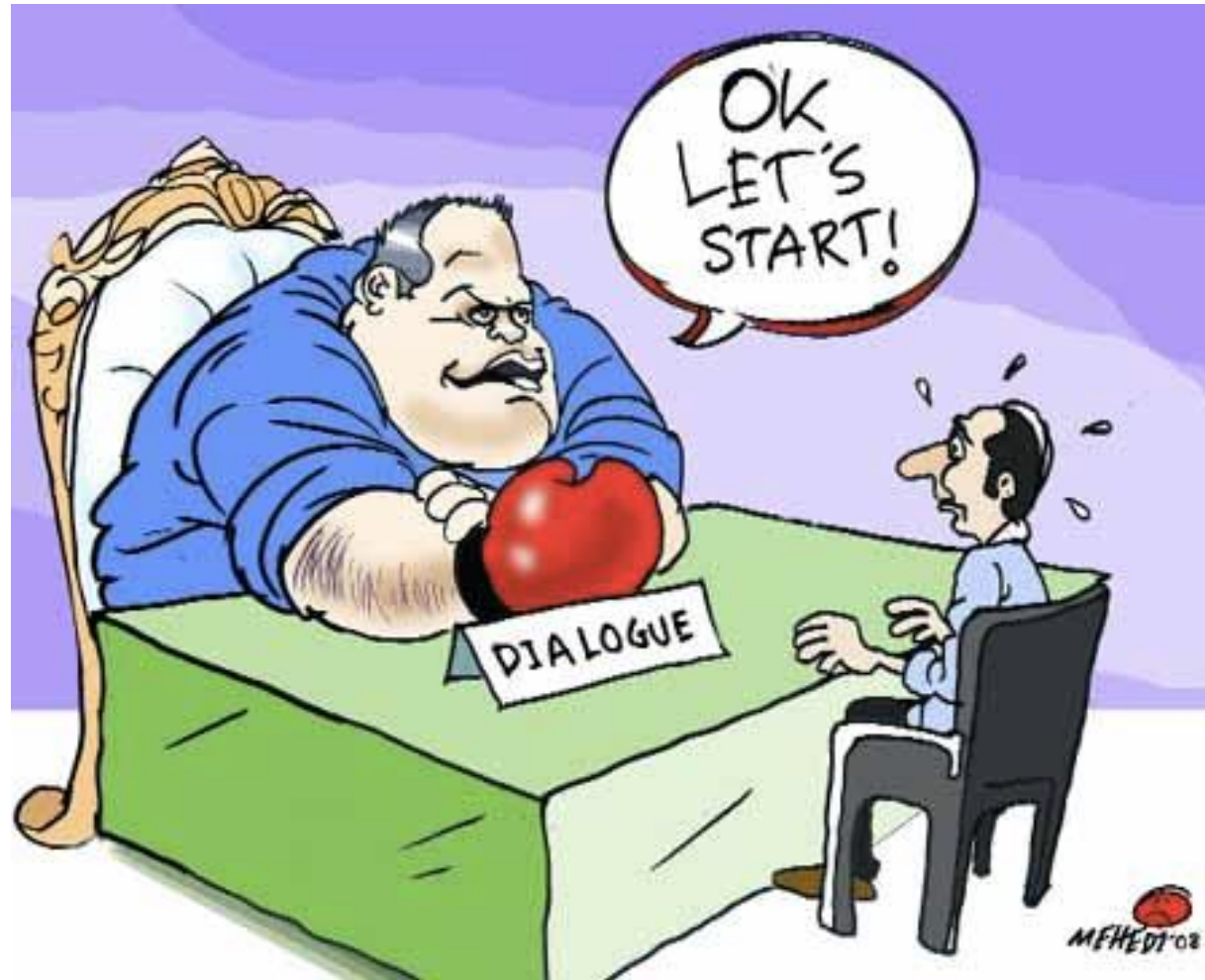
# Get to know funders in your community by attending:

- Workshops + Training Programs
- Networking Events
- Public Programs & Concerts

Also,

- Join the conversation via social media
- Get updates via newsletters!

Ask questions! Don't be afraid to initiate a dialogue.





# Writing a Grant

The nuts and bolts

# What is a letter of Inquiry?

## Introduction

Name, \$ requested, short description of project and how it fits the funder's priorities.

## Org. Description

Brief history, demonstrate capacity for meeting need and past successes.

## Statement of Need

What need can be met by your project, concrete examples, statistics, precise target population, etc.

## Methodology

How will you solve the need? Describe major activities, key project collaborators, objectives, etc.

## Other Funding

Who else has funded your project? Who else are you approaching?

## Summary

Restate the intent of the project, list any requested attachments, and a thank you!

# Project Overview:

Refer to Handout for examples.

## 1 / Succinctly describe the project you are undertaking

- Tell us what you plan to do before you explain why.

## 2 / Target audience: who does the project serve or engage?

- Be specific. Music lovers in Boston is not specific.

## 3 / Rationale for the project: why is it needed?

- Use data, research studies & reputable articles to build a compelling argument.

## 4 / Leadership: who is on your team?

- Show us you (and your collaborators) are qualified to do the work.

# Goals & Outcomes:

**1 / Overarching vision for the impact of your project. What problem is your project addressing? What change will it affect?**

- Stay planted on firm ground
- Fight the urge to get lofty

**2 / What are the finite, quantifiable results of your project? How will these outcomes advance your larger goals?**

- Be specific! Number of people reached, new products or programs created

# Evaluation:

## 1 / What does success look like? What criteria will you use to measure the impact of your project?

- Do not be aspirational.
- Create a workable system to measure the outcomes/goals you've set.
- Bullets are your friend.

## 2 / How will you sustain the project after the grant money is spent?

- What will it take to keep succeeding?
- Create a plan for 'after the grant' now.
- Your plans can always change.

# Budget:

Refer to Handout for examples

## 1 / Create levels of information in your budget so a reader can scan, evaluate, or dig deep.

- Break your budget down by expense categories so the funder can see how much \$ goes to staff, marketing, program expenses, etc.

## 2 / You will likely be asked to provide a project budget and an organizational budget.

- Be as precise as possible in your project budget. Research and don't over-pad.
- If you are a fiscally sponsored project, create a projected annual budget.

# Track Record

Building a record step-by-step

# Apply for an EM Alumni Award!

<https://necmusic.edu/em/alumni-award>

Register with [NEC's Alumni Office](#) to receive more alumni resources!