



Guidelines for Grassroots Arts Program Subgrants FY 2021-2022

The Arts Council of Wilmington & New Hanover County is accepting applications for NC Arts Council Grassroots Arts Program subgrants through **June 18, 2021**.

Since 1977, the NC Arts Council's Grassroots Arts Program has provided North Carolina citizens access to quality arts experiences. Using a per capita based formula, the program provides funding for the arts in all 100 counties of the state through partnerships with local arts councils. The Arts Council of Wilmington/NHC is the NC Arts Council's Designated County Partner for New Hanover County.

The Arts Council will host two Grassroots Arts Program Grant workshops via Zoom to assist interested applicants in applying for the grants. **New applicants are encouraged to attend.**

Workshop Registration Links

[May 11, 2021 – 10:00 a.m.](#)

[June 1, 2021 – 6:00 p.m.](#)

After registering, you will receive a confirmation email containing information about joining the meeting.

Grant Applications

[Grassroots Arts Program Grant Application FY 21-22 - PDF](#)

How to Submit Your Application

A digital copy of the application and all attachments must be emailed to <mailto:info@artswilmington.org> by midnight on June 18, 2021 with the subject line **GAP 2021-2022**.

Eligibility

- All organizations must have been in operation for at least one year. While nonprofit 501(c)(3) status is preferred, organizations that are nonprofit in nature may also apply.
- All organizations must reside and carry out projects within New Hanover County.
- Individuals are not eligible to apply for Grassroots Arts funds.
- Applications and support materials must be completed and received by the due date.
- All projects must take place between July 1, 2020 and June 15, 2021.
- Grant amounts range from \$500-\$5000.

What the Grassroots Arts Program Funds

artswilmington.org • info@artswilmington.org • 910 343 0998

visit: 221 N Front St, Suite 101, Wilmington, NC 28401 • mail: P.O. Box 1973, Wilmington, NC 28402

Grassroots Arts Program funds may be used for expenditures to conduct quality arts programs or operate an arts organization. Typical uses of Grassroots money include:

- Program expenses such as professional artists' fees and travel, space rental, advertising, marketing and publicity, website and electronic media, scripts, costumes, sets, props, music and equipment rental.
- Operating expenses for qualified arts organizations not already receiving operating support from the N.C. Arts Council. These can include salaries, telephone, office supplies, printing, postage, rent, utilities, insurance and equipment rental.

Priorities for Funding

The first priority of the Grassroots Arts subgrant program is to provide operating or program support to qualified arts organizations not already receiving or eligible to receive support from the N.C. Arts Council. These include theaters, symphonies, galleries, art guilds, choral societies, dance companies, folk arts societies, writers' groups and arts festivals, among others.

The second priority of the Grassroots Arts subgrant program is to support arts learning and arts in education programs conducted by qualified artists. These can be artist residencies in schools, afterschool or summer camps or adult arts learning classes.

The third priority of Grassroots Arts subgrants is to community, civic and municipal organizations. These programs must be conducted by qualified artists.

Funding Policies

- Tribal organizations that receive Grassroots funds must represent state or federally recognized tribes.
- Colleges, universities and libraries may receive grants for arts programs that are community-based or generate regional arts involvement. Grants may not support their internal programs, administrative or operation expenses (library books, band boosters, equipment purchases).
- Subgrants may not be awarded to individuals or to organizations for prizes, competitions, tuition, or financial rewards.
- Grassroots funds may not be used for art supplies or equipment.
- Religious organizations or churches may not receive Grassroots funds unless the programs are presented outside regular church services, engage the larger community and which do not contain religious content.
- Grassroots funds may not be used for activities associated with a school's internal arts programs such as in-school student performances, the purchase of art supplies, or student arts competitions and publications.
- Municipalities (city/county governments) may receive grants for arts programs which use qualified artists to conduct programs that involve the greater community. Grants may not support internal programs, administration or operating expenses.

Grassroots Arts Program money may not be used for the following kinds of expenditures:

- Art, music, and dance therapists
- Artifacts
- Purchase artwork
- Purchase equipment or art supplies
- Capital expenditures or equipment
- Contingency funds
- Deficit reduction
- Fundraising events
- Food or beverages for hospitality or entertainment functions
- School band activities or equipment
- School choral activities
- Lobbying expenses
- Oral history and history projects
- Tuition for academic study
- Interest on loans, fines, or litigation costs

Grassroots Arts Program Subgrant Requirements

Matching Requirement

All subgrantees must match their grant amounts dollar for dollar. The funds must come from other public or private sources. Other N.C. Arts Council funds cannot be used as a match.

North Carolina Arts Council Recognition

Subgrantees must acknowledge the N.C. Arts Council's support of their event or projects by including the N.C. Arts Council's logo, and funding credit line in all print and promotional materials related to the grant. The N.C. Arts Council's website offers information and downloadable logos at <http://www.ncarts.org/Grants/Logo-Use>. We encourage use of the Arts Council of Wilmington and New Hanover County logos, which will be available on the Arts Council of Wilmington's website.

Reporting Requirements

Each subgrantee is required to submit a final report providing a detailed description of the funded project, participation statistics and demographics, sample marketing and program materials using the N.C. Arts Council credit line and logo, and copies of their legislative letters.

The Subgrant Report form can be downloaded at www.artswilmington.org/grants.

Legislative Letters

Applicants are required to write their state representatives to thank them for appropriating Grassroots funds. The letter should provide information about how Grassroots funds were used to support your program or project, and the community impact of the event. A copy of all letters to legislators must be included in the final report materials.

How Subgrant Applications Are Evaluated

Subgrant applications are reviewed by a diverse panel of community members including artists, county, public officials and arts council board members among others. The panel evaluates each application based on the subgrant guidelines and the following criteria:

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

Panelists discuss and score the grant using an established rating system. The subgrant panel's funding decisions are then presented as recommendations to the board of directors of the Arts Council of Wilmington/New Hanover County. The board of votes and gives final approval to the subgrant panel's recommendations.

Questions and Assistance

If you have questions or need assistance, please contact Rhonda Bellamy at 910-343-0998 or email at info@artswilmington.org.