

# Arts Council Silicon Valley 2010 Community Arts Fund Guidelines & Application Instructions



**Community Arts Fund** provides project support for arts activities that:

- Reflect the dynamic, diverse, and innovative character of Santa Clara County
- Stimulate local support, particularly at the grassroots level
- Recognize and encourage non-professional, volunteer involvement as an essential part of the County's cultural environment

**Community Arts Fund** provides grants to a maximum of **\$4,000**

- Organizations with total expenses of \$8,000 to \$100,000 in the last completed fiscal year (July 2008–June 2009) may apply for \$4,000.
- Organizations with total expenses less than \$8,000 in the last fiscal year may apply for up to 50% of their last year's total expenses.
- Organizations with total expenses greater than \$100,000 may apply for \$4,000 to support an arts project or department that is independently budgeted (i.e. a program of a university or project of a government agency or non-profit organization).

*Community Arts Fund is funded by the County of Santa Clara, the National Endowment for the Arts, California Arts Council, The William and Flora Hewlett Foundation, the David and Lucile Packard Foundation, Adobe Foundation, Silicon Valley Arts Fund at Silicon Valley Community Foundation, ArtsChoice Workplace Giving Campaign, and Property Tax Insert Donors.*

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**Please read the following pages carefully before downloading and completing the application forms. To follow is important information on:**

- **Eligibility and restrictions**
- **Assistance for applicants**
- **Application review process**
- **Application instructions**

## **DEADLINE FOR COMMUNITY ARTS FUND APPLICATIONS**

**MONDAY, MARCH 1, 2010**

**Completed applications must be received by 5:00pm.**

**No postmarks. No faxes. No emails.**

**Send or deliver applications to:  
Arts Council Silicon Valley  
4 North Second Street, Suite 500  
San Jose, CA 95113**

For information, phone or email:  
Audrey Wong, Grants Program Manager  
408-998-2787 ext. 214  
awong@artscouncil.org

# Arts Council Silicon Valley

## 2010 Community Arts Fund – ELIGIBILITY & RESTRICTIONS

### ELIGIBILITY:

1. Your organization's home base, business office or larger facility must be located in Santa Clara County and must provide arts activities in Santa Clara County which are open and accessible to all.
2. Your organization must be one of the following:
  - A 501(c)(3) not-for-profit arts organization.
  - A 501(c)(3) community or cultural group that regularly provides arts activities as part of its regular programming.
  - A non-profit in character arts organization that is sponsored by a 501(c)(3) fiscal sponsor OR an individual accepting funds on your behalf who will assume all tax liability.
  - *For-profit organizations are not eligible.*
  - *Institutions of primary and secondary education are not eligible.*
  - *A local government, university, or college may submit only one application, regardless of the number of arts programs/departments it may encompass.*
3. Your organization must have presented at least one arts activity in Santa Clara County comparable to the proposed project since March 1, 2009.
4. Your organization's expenses, or the expenses of the independently-budgeted project, in the last fiscal year must be less than \$100,000.
5. Your organization must have satisfied all of the reporting and acknowledgment requirements of any previously awarded grants from Arts Council Silicon Valley.

### RESTRICTIONS:

1. Your organization may not apply for both Community Arts Fund (CAF) and Regional Arts Fund (CAF) in the same year.
2. Grants may not be applied toward support for political or religious purposes, fundraisers, capital improvements, the purchase of equipment or real property, debt retirement, projects already completed, tuition assistance, refreshment costs, art therapy, or touring expenses.

### ADDITIONAL REQUIREMENTS:

1. Applicants who did not receive CAF or RAF funding last year (awarded July 2009) must attend one Grants Workshop session. (See "Grants Workshop" on following page.)
2. In addition, first-time applicants must submit an application for pre-screening. (See "Application Pre-screening" on following page).

# Arts Council Silicon Valley

## 2010 Community Arts Fund - ASSISTANCE FOR APPLICANTS

### CALIFORNIA CULTURAL DATABASE (CCDP) TRAINING

The CCDP is an online system for collecting and standardizing historical, financial and organizational data. Through this system, applicants submit data on one form, updated once a year, which will then be used by many funding organizations. While there are additional benefits to arts groups, such as being able to obtain benchmarking information, the chief benefit is the ability of the Arts Council to use the collected data for advocacy and funds development to support the arts in our region. **Participation in the CCDP is now required of all CAF applicants.** Do not wait until the last days before the application due date to register and provide your information. You can familiarize yourself with the system NOW, by going to: <http://www.caculturaldata.org>

### Training Workshops for California Cultural Data Project:

Tuesday, September 15 9:30am - Noon	Wednesday, September 16 1:00-3:30pm
Mountain View City Hall Plaza Conference Rm. 500 Castro St., Mountain View	Sobrato Conference Center, Cupertino Rm. 1400 Parkmoor Ave., San Jose

### GRANTS WORKSHOP

Arts Council Silicon Valley offers Grants Workshops to explain our application guidelines, how to apply for funding, and basic tips for grant seekers. Attendance is mandatory for groups who did not receive CAF or RAF funding in the 2008-2009 cycle. However, as guidelines are revised each year, all prospective applicants are encouraged to attend.

### Grants Workshop dates and locations

Tuesday, October 13, 2009	6:30-8:00pm
Gilroy Police Dept. Community Room, 7301 Hanna St., Gilroy	
Wednesday, October 14, 2009	3:00-4:30pm
Sobrato Conference Center, Cupertino Room, 1400 Parkmoor Ave., San Jose	
Wednesday, October 14, 2009	6:00-7:30pm
Community Center Room 2, 201 South Rengstorff Ave., Mountain View	

### APPLICATION PRE-SCREENING

Pre-screening is a **requirement for NEW applicants only**. It is NOT available to returning grantees. Arts Council staff will review draft grant applications and offer written suggestions. These staff comments are not part of the formal review process and have no bearing on the final outcome of the proposal, but previous applicants have found them helpful in strengthening their applications. Submit one copy of the draft grant application, including attachments and budgets. **CAF Prescreen Deadline: Monday, December 7, 2009** *Must be received by 5:00pm.*

### AUDIO-VISUAL CHECK

**Up until Tuesday, February 16**, applicants may submit DVD, CD, or VHS work samples to confirm compatibility with our playback equipment. This is not a review of the work sample.

# Arts Council Silicon Valley

## 2010 Community Arts Fund – REVIEW PROCESS

- An independent grant review panel, comprised of individuals with experience in arts activities involving community-based organizations, scores and ranks applications. (To ensure freedom from conflicts of interest and the appearance of such conflicts, panelists are required to disclose any past, current or prospective affiliations or relationships they or their immediate family members have with an applicant.)
- Organizations are notified of the dates when the review panel convenes, and are encouraged to send a representative **to observe but not to address the panel**.
- Based on available funding, Arts Council staff converts panel scoring and rankings into award amounts.
- Grant awards are authorized and approved by the Arts Council’s Board of Trustees prior to public announcement. **Grant notifications will be sent out the first week of June, 2010.**

### CAF Grant Review Criteria

#### *I. Project Quality (30 points)*

- How closely the application meets the purposes of the Community Arts Fund
- Artistic merit of the organization and of the project
- Qualifications, background and experience of the artists

#### *II. Community Impact (25 points)*

- Effectiveness in serving an identifiable community
- Long term impact to community served
- Efforts to broaden community involvement as reflected by audiences, volunteers, and outreach activities (including utilization of *Artsopolis* in promoting your programming)
- Efforts to collaborate with other organizations, agencies, or artists
- Extent of volunteer involvement

#### *III. Management Capability (20 points)*

- Involvement of strong leadership (board, staff, and volunteers), with clearly defined roles
- Likelihood and ability to carry out proposed activities
- Sound fiscal management and fiscal vision, as evidenced by Cultural Data Project report, realistic project budget and budget notes.
- Successful completion of previous project funded by Arts Council Silicon Valley (if applicable)

#### *IV. Application Quality (10 points)*

- Completeness and accuracy of grant proposal
- Clarity of submission, adherence to guidelines

#### *V. Supporting Materials (10 points)*

- Inclusion and quality of supporting printed and/or audio-video materials
- How effectively submitted materials demonstrate artistic merit (reviews, testimonials)

#### *VI. Bonus Points (5 points)*

- Awarded at the discretion of the review panelists

# Arts Council Silicon Valley 2010 Community Arts Fund – APPLICATION INSTRUCTIONS

1. Read all instructions before beginning application.
2. Provide the requested information in the REQUIRED FORMAT SPECIFIED (see below). Application documents are already formatted – do not make changes.
  - Typed in 12pt Times or Times New Roman (in no part hand-written)
  - All pages 8½” x 11” with 1” margins
  - Numbered pages, with appropriate information inserted in footers
  - Double-sided copies
  - Paper clips or spring clips only – NO STAPLES.
  - No excess packaging – one big envelope is sufficient
3. Complete **Cover Page** and **Eligibility Page**. Eligibility Page must be signed by the top-ranking director of your organization or chief officer of your Board of Directors. Print these pages back-to-back, using one sheet of paper.
4. Answer **Narrative Questions** 1-8 on maximum of 4 pages, i.e. 2 sheets, printed back-to-back.
5. Provide information for Attachments A, B, C, D and List of Support Materials in the number of pages allowed for each item. Print back-to-back.
6. **NEW THIS YEAR:** You must submit your organization’s **Cultural Data Profile** for 2008 & 2009 (3 sheets, double-sided), downloaded from the California Cultural Data Project website. See separate attachment for instructions and example.
7. \*\*\* If you cannot submit final figures for 2009 because you are waiting for completion of your audit, download and submit “**CDP Supplement**” in addition to your 2008 CDP profile.
8. Complete the **Report on Previous Grant**. Indicate one of the below, and provide appropriate information as requested.
  - Final Report: 2009 CAF project completed, grant monies completely expended.
  - Interim Report: 2009 CAF project not completed, grant monies not expended.
  - NA: Did not receive a CAF or RAF grant in 2009

*If your organization received a RAF grant last year, you must download and submit a RAF Final Report. See RAF guidelines/application on ACSV website.*
9. Sign and date complete **original** of application and submit along with **six copies** and **seven packets of required supporting materials**. All packets should be individually secured with paper clips or spring clips – no staples, binders, folders. Do not punch holes.
10. (Optional) Send **three copies of over-sized** printed materials (2 different pieces allowed) and/or **one copy** of your Audio (cassette or CD) or Video (VHS or DVD) **work sample**.
11. Submit **one copy** of your or your fiscal agent’s **501(c)(3) determination letter** with your original packet.
12. Complete the **Submission Checklist** and place it on top of your original packet. (One only)

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**Monday, March 1, 2010 – 5:00pm**

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# Arts Council Silicon Valley

## 2010 Community Arts Fund – APPLICATION INSTR, cont'd

### SUPPORT MATERIALS

Support materials are a critically important part of the review process and play a major role in the panel's evaluation of your work. Give careful thought to what materials will best represent your organization and/or project. E.g. visuals for visual arts organizations, curricula for educational programs, performance samples for performing arts organizations.

### Printed Support Materials

Printed support material **for insertion in panel binders** can include programs, brochures, newsletters, reviews (must include name of publication and date), and letters of support. These **MUST** be in 8½" x 11" format or smaller. Smaller pieces must be contained in clear plastic sleeve – only one sleeve per packet. Provide seven sets of no more than six pieces.

Printed support material **for review during the panel session** are pieces that are more than 10 pages thick or larger than 8½" x 11" format. These can include programs, catalogs, study guides, and posters. Provide three copies each of no more than two pieces.

### Audio or Video Work Samples

#### Audio Cassettes and Compact Discs

Submit only one copy of audio cassette or CD. The panel will spend an average of three minutes reviewing audio. Therefore, you must cue the tape to the sample of the work you want the panel to hear **OR** indicate which CD track should be played. Clearly label the cassette or CD with your organization's name.

#### Video Cassettes and DVDs

Submit only one copy of VHS format video cassette or DVD. The panel will spend an average of three minutes reviewing video. Therefore, you must cue the tape to the sample of the work you want the panel to watch, indicate which DVD track should be played, or submit an edited DVD. Clearly label the video cassette or DVD with your organization's name.

#### Acceptable Formats:

- CDs are for audio review only. (Do not submit Powerpoint on a CD. Mac users can convert Powerpoint to a Quicktime movie and submit on DVD – SEE INSTRUCTIONS ON WEBSITE CAF PAGE.)
- VHS and DVD are the only acceptable video format. (Do not submit VCD.)

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