

# FY17-18 Veterans in the Arts Grant Application Instructions

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The California Arts Council has a new grant application system, [calartscouncil.smartsimple.com](http://calartscouncil.smartsimple.com). All applications must be submitted in the system.

## Registration Information:

All users of the California Arts Council (CAC) online grant management system must first register for a user account at [calartscouncil.smartsimple.com](http://calartscouncil.smartsimple.com). 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. **Please choose the Primary Contact for your organization carefully. The Primary Contact is responsible for validating the Organizational Profile annually.**

Please 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

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 (or that of Fiscal Sponsor, if applicable). Obtain a DUNS number at the following URL: [fedgov.dnb.com/webform](http://fedgov.dnb.com/webform)
- Fax number (if applicable) and website
- Number of years organization has engaged in arts programming within California
- 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

*Find more information about registering for your [calartscouncil.smartsimple.com](http://calartscouncil.smartsimple.com) user account here: [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).*

## 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 Accessibly 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.

## Application Questions:

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

### Narrative Questions:

1. Provide a detailed description of how your proposed project will reach veterans, active military, and their families through quality arts programming that includes in-depth arts-learning activities and opportunities for creative expression. Be sure to include the following:
  - Description of project activities and participants
  - Project timeline
  - Identification and role of artistic personnel
  - Identification and role of Art Therapists, if applicable
  - Identification and role of partnering organizations, such as veterans assistance agencies, if applicable
  - Public component(s), if applicable
2. How does the proposed project align with your organizational mission? What arts programming and services has your organization previously provided to the community identified in this proposal?
3. Please describe the community in which this project will take place. Be sure to include the following:
  - Description of how the community served will include veterans, active military, and/or their families
  - Project's relevance and benefit to this community
  - Depth of existing community support, participation and involvement
4. Describe your plans for engagement, sharing how your efforts will be tailored to and appropriate for the specific veterans community. Identify one or more local veterans who will serve as active participants in the design, planning, and implementation of the project.
5. Describe your plans to promote the project's value and to document and communicate the project's impact to a broad public.

### Quantitative Questions:

1. Number of artists directly involved
2. Number of total individuals benefiting  
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.
3. Number of individuals to be compensated through this grant.
4. Number of veterans/active military benefitting
5. Number of veteran/active military family members benefitting

### **Budget:**

The following are details you will enter in the budget portion of your application:

- **Project Budget**  
Submit a line-item project budget. The Project Budget includes two areas to enter your expenses: Personnel Expenses and Operating/Production Expenses.
- **Matching Funds**  
You will complete a Matching Funds table that indicates matching sources and the status of the matches (e.g. Pending, Confirmed, etc.). Up to 25% of the match may be in-kind.
- **DataArts Funder Report**  
The California Arts Council requires all applicants to complete a Cultural Data Profile through DataArts (formerly the Cultural Data Project) and submit a Funder Report along with their application. The DataArts Funder Report will be used to assess your organization's fiscal health and activities. You will need two years of financial and programmatic data to fill out your profile. To complete this part of your submission go to the DataArts website: [culturaldata.org](http://culturaldata.org)

**Supplemental Materials:**

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

- **Artistic Work Samples**  
Applicants may include up to three samples of artistic work (images, audio, video, or other work samples) that demonstrate the quality of work associated with this project.
- **Additional Work Samples**  
Applicants may provide up to two additional documents that best portray their organization and its work. These may include press materials, flyers, brochures, programs, newsletters, and other marketing pieces.
- **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**  
Please 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.

Below, the qualities of exemplary applications (Ranked 6) in the Veterans in the Arts program are outlined, and the areas of the application in which those criteria will be assessed are identified.

**Review Criteria #1: *Project Design and Implementation:*** Project design indicates realistic timeline, appropriate budget, clear artistic and community-based objectives, and achievable outcomes. Design articulates methods to evaluate and measure success, collect and analyze data, and document activities. Design demonstrates depth of participant involvement, strength and appropriateness of marketing and outreach plans; and engagement or support of target audience.

**Qualities of Exemplary Applications:**

- Voice of the veteran/military community to be served is evident in the project design.
- Application identifies opportunities for recurring engagement of veteran/military community members in planning, execution, and/or evaluation of project.
- Project activities and timeline are clearly articulated and support the realization of specific, community-driven needs or priorities.
- Resources, including time and funds, are effectively allocated, and project budget is realistic and complete.
- Application clearly articulates intended project outcomes and methods for evaluating success.
- Applicant maps robust plan for community outreach and promotion, and documentation of program impact.
- If project partners are involved, distinct roles and responsibilities are articulated.

**Areas of Assessment:**

- Project Description
  - Project Budget
  - Partnership Description (if applicable)
  - Communication and Documentation
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**Review Criteria #2: *Artistic Merit:*** Artists involved in the project demonstrate skills, expertise, and experiences that are central to the outcomes of the project design. California artists are engaged at every stage of project design and implementation.

**Qualities of Exemplary Applications:**

- Artistic personnel are highly skilled and accomplished in their craft.
- Artistic personnel demonstrate experience and capacity in executing similar projects with target community.
- If an arts healing practice is involved, personnel demonstrate experience and qualifications.
- The work and processes of the artistic personnel are appropriate to the community and the intended outcomes of the project.

**Areas of Assessment:**

- Artistic personnel biographies
  - Work samples
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**Review Criteria #3: Community Impact:** Project demonstrates reach and/or depth of engagement in an identified community. Project responds to a need or set of priorities identified with the community to be served. Project implementation and evaluation involve significant community participation in accordance with the identified project outcomes.

**Qualities of Exemplary Applications:**

- Application clearly identifies a target community of veterans, active military, and/or their families.
- The needs and contexts of the specific community being served guide the development of project outcomes and activities.
- Applicant organization and artistic personnel demonstrate deep connection to and experience working with target community.
- If project partners are involved, articulation of intended impact on target community.
- Organization uses ongoing evaluation to assess programmatic strengths and areas for growth.
- Program design uses evaluation data to inform the development of the project.

**Areas of Assessment:**

- Project Description
- Community Description
- Partnership Description (if applicable)
- Organizational history and mission statements

**Review Criteria #4: Management and Leadership:** Ability of applicant organization to implement proposed project is clearly demonstrated by qualifications of project's team, viability of project budget, and overall fiscal and managerial health of applicant and any partnering organizations.

**Qualities of Exemplary Applications:**

- Organizational leadership has significant experience in facilitating similar projects.
- Organizational mission aligns with project goals.
- Staff and board membership are diverse and representative of the project constituents, including the target community.
- Organization demonstrates strong fiscal health.
- Application, including project narrative and budget, are complete and free from error.

**Areas of Assessment:**

- Staff and board biographies
- Organizational history and mission
- DataArts Funder Report
- Completeness and accuracy of overall application