

Fund for the Arts
ArtsMatch
Application Information & Instructions
Spring 2017



At the Fund for the Arts, we believe in the transformative power of the arts. By investing in strategic initiatives that drive impact in the areas of health, education, economic development, and quality of place, Fund for the Arts is working to make Greater Louisville an even better place to live, work, and visit.

ArtsMatch, a pilot initiative of the Fund for the Arts, expands the capacity of Cultural Providers (i.e., artists, cultural groups, organizations, etc.) to create special arts-based projects to reach new audiences and invest in innovation. ArtsMatch utilizes a crowdfunding platform to match donors to projects that are of interest to them. Fund for the Arts maximizes support for the projects by matching the dollars raised.

How does ArtsMatch Work?

In this pilot year, we expect ArtsMatch to have two funding cycles – one in the fall and one in the spring. Each cycle will have a primary funding priority, for example, arts in education, youth arts, arts innovation, etc. In each funding cycle, the match dollars are underwritten by a sponsor donor.

Cultural Providers submit project proposals that address the cycle's funding priority. Project proposals will be reviewed and a curated set of projects will be selected by a committee to participate in each cycle based upon the match dollars available.

Each project selected to participate in ArtsMatch will have a project profile and crowdfunding page on the Fund for the Arts website. In close collaboration, Fund for the Arts and the selected projects will promote the project, encouraging the community to make donations in support of the selected projects. Fund for the Arts will match dollar-for-dollar the funds raised via the crowdfunding platform for each selected project (with the total matching funds not to exceed the lesser of one-half of the total approved project budget or \$10,000).

Once each crowdfunding cycle closes, the selected projects will be implemented. Selected projects that exceed or do not reach the crowdfunding goal will have the option to adapt the project to fit the funds raised.

How to Apply: Spring 2017 Funding Cycle

All proposed projects must utilize the arts to address the cycle's funding priority. In the Spring 2017 cycle, all selected projects must address one of two themes:

- **Innovation.** Arts innovation projects are intended to spark creativity. Examples of arts innovation projects could include: creation of new work, formation of new collaborations, substantially improving current activities with capital investments or new technology, or using arts and culture to solve a problem.

Cultural Providers located in Kentucky may apply. Projects must benefit organizations located in or people living in Kentucky.

LG&E and KU Energy is the matching funds sponsor for ArtsMatch for Innovation.

- **Education and Family Engagement.** Arts in education projects are intended to advance arts education and family engagement in the arts. Projects may serve children

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of all ages and their families. Example projects may include providing free tickets or admissions to arts activities for youth and families, providing family-friendly, arts-based educational activities in underserved neighborhoods, or providing access to arts activities during out of school time for youth and their families.

Cultural Providers located in Greater Louisville may apply. Projects must benefit organizations located in or people living in Greater Louisville. Greater Louisville is defined as Clark and Floyd counties in Indiana and Bullitt, Spencer, Shelby, Oldham, and Jefferson Counties in Kentucky.

Yum! Family Series is the matching funds sponsor for ArtsMatch for Education.

Cultural Providers may submit more than one project proposal for consideration in each funding cycle. A Cultural Provider may have only one project selected to participate in each funding cycle.

All proposals must be submitted via the Fund for the Arts Website at the following link: <http://fundforthearts.org/artsmatch>. Please note that the online proposal form does not allow you to save your work. We recommend that you complete your responses in a Word document and then copy and paste them in the online form.

Award Amount & Eligible Expenses

In the Spring 2017 cycle, up to \$85,000 is available in matching funds. Each selected project is eligible to receive matching funds between \$500 and \$10,000. Fund for the Arts will match dollar-for-dollar funds raised via the ArtsMatch crowdfunding platform (with the total matching funds not to exceed the lesser of one-half of the total approved project budget or \$10,000).

ArtsMatch funds may be used to cover costs associated with planning and implementing projects that address the funding cycle’s central theme.

Program Timeline

March 3	Project proposal period opens
April 3	Project proposals due
April 13	Selected projects announced
April 17 - June 30	Selected projects are promoted by the Fund for the Arts and the project host to raise matching funds
July 1 - June 30	Selected projects implemented
30 days after project completion	Selected projects impact report due

Selected Projects Reporting Requirements

Upon notification of selection to participate in ArtsMatch, selected projects must sign a grant agreement with the Fund for the Arts.

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All fundraising transactions for each selected project must be made via the ArtsMatch crowdfunding platform hosted on the Fund for the Arts website. Selected projects may raise funds only during the timeline described above. Once the window for raising matching funds closes, a single grant payment will be issued to the selected project. The payment will include the funds raised through crowdfunding and the matching funds provided by the Fund for the Arts.

Selected projects that do not reach their crowdfunding goal will have the option to adapt the project to fit the funds raised. Selected projects that do not reach their crowdfunding goal will be required to submit an updated project proposal to the Fund for the Arts for approval before the grant payment will be issued and project implementation can begin.

Within 30 days of project completion, the recipient must submit a final report via Fund for the Arts website.

Contact Information

If you have any questions about ArtsMatch, please read the [Cultural Provider FAQs](#) or you may contact Kat Abner, Impact Officer at the Fund for the Arts, at (502) 582-0127 or kabner@fundforthearts.org.