



ArtsMatch

Grant Guidelines

February 2019

At Fund for the Arts, we believe in the transformative power of the arts. We work to maximize the impact of the arts on economic development, education and the quality of life for everyone by generating resources, inspiring excellence, and creating community connections.

What is ArtsMatch?

ArtsMatch, a matching grant opportunity, expands the capacity of Cultural Providers (i.e., artists, cultural groups, arts 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 ArtsMatch projects by matching the dollars raised.

How does ArtsMatch Work?

Each ArtsMatch cycle has a theme. Cultural Providers submit project proposals that address the cycle's theme. A committee will review all project proposals and select a set of projects to participate in each cycle based upon the matching dollars available. Please note that the selection committee will consider an applicants' likely ability to raise matching funds when determining grant awards.

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 grantees will promote the projects, 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 page for each selected project (with the total matching funds not to exceed the lesser of one-half the total approved project budget or \$20,000). Once the crowdfunding window closes, grantees will implement their projects.

Who may Apply?

Cultural Providers (i.e., artists, artist teams or collectives, arts and culture organizations, schools, community centers or community-based organizations, neighborhood associations, etc.) located in Kentucky may apply.

Please note that preference will be given to applicants not currently receiving Fund for the Arts' Sustaining Impact Grant funds or who have never received funding from the Fund for the Arts.

How do I Apply for ArtsMatch?

All proposed projects must utilize the arts to address the cycle's theme. In the February 2019 cycle, all selected projects must advance at least one strategy and action of one of the five Imagine Greater Louisville 2020 priorities.

- **Access:** Arts, culture and creativity are fully integrated into daily life and accessible to everyone in every neighborhood. More art for more people in more places.
- **Cultivation:** Greater Louisville is a magnet for artists and creative professionals, where arts and culture organizations and creative industries, both institutional and emerging, are thriving.
- **Education:** Every child in our community has the opportunity to experience and participate in arts and culture through experiences in their schools, out-of-school programs and with their families.



ArtsMatch

Grant Guidelines

February 2019

- **Equity, Diversity and Inclusion:** Cultural equity is leading the way to a more equitable, diverse, and inclusive community improving the social equity and cultural vitality of our region.
- **Promotion:** Greater Louisville is recognized nationally and internationally as a leading city of arts and culture attracting talent to live and work here and tourists to stay and play.

To read the specific actions and strategies associated with each of these five priority areas, refer to the Imagine Greater Louisville 2020 plan, accessible here: <http://imaginegreaterlou.org>.

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

To submit your application, visit the ArtsMatch page on the Fund for the Arts website: <https://fundforthearts.org/artsmatch/>.

Is there a Funding Limit? What are Eligible Expenses?

Cultural Providers may request between \$500 and \$20,000 in matching funds. Selected projects will receive a dollar-for-dollar match from the Fund for the Arts for funds raised via the project’s crowdfunding page (with the total matching funds not to exceed the lesser of one-half the total approved project budget or \$20,000).

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

What is the Timeline?

Friday, February 1, 2019	Project proposal period opens
Monday, March 4, 2019, 11:59 p.m.	Project proposals due
Monday, March 25, 2019	Grantees notified of grant award
Tuesday, April 9, 2019, 10:00 to 11:00 a.m.	Grantee orientation session
Monday, April 15 – Friday, June 14, 2019	Crowdfunding window
Thursday, August 1, 2019 – Friday, July 31, 2020	Selected projects implemented
Saturday, February 1, 2020	Mid-Year Impact Report due
Monday, August 31, 2020	Final Impact Report due

How will the Grant be Paid?

All fundraising transactions for each selected project must be made via the ArtsMatch crowdfunding platform hosted on the Fund for the Arts website. Grantees may raise funds only during the crowdfunding window detailed above. Within 30 days of the crowdfunding window closing, a single grant payment will be issued to the grantee. The payment will include the funds raised through crowdfunding and the matching funds provided by the Fund for the Arts.

Grantees who do not reach their crowdfunding goal will have the option to adapt their project to fit the funds raised. Grantees who 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 may begin.



ArtsMatch

Grant Guidelines

February 2019

What are the Requirements if I am Awarded a Grant?

Upon notification of selection to participate in ArtsMatch, grantees must sign a Letter of Agreement with the Fund for the Arts. Grantees are required to attend a grantee orientation, promote their project to raise funds, submit a Mid-Year Impact Report and Final Impact Report, recognize the Fund for the Arts as a donor, and participate in at least one advocacy activity.

Additional Questions?

If you have any additional questions about ArtsMatch, please read the [Cultural Provider FAQ](#) or you may contact the Fund for the Arts at grants@fundforthearts.org.