Fund for the Arts
ArtsMatch
Frequently Asked Questions

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1. What is ArtsMatch?
ArtsMatch is a matching grant opportunity for arts projects that address and advance a specific theme. ArtsMatch utilizes a crowdfunding platform to match donors to projects that are of interest to them. The Fund for the Arts maximizes support for the projects by matching the dollars raised.

2. Is there a minimum or maximum amount an ArtsMatch project can cost?
Projects submitted for consideration should have a minimum total cost of $1,000. There is no maximum cost for proposed projects. Each selected project is eligible to receive matching funds between $500 and $20,000. 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 the total approved project budget or $20,000).

3. What types of projects will be considered for funding?
Each ArtsMatch grant opportunity will have a theme. Projects addressing the theme may be submitted for consideration. The Fund for the Arts will publish information on each grant opportunity's theme prior to each funding cycle.

4. Who can apply for ArtsMatch funding?
Artists, artist teams or collectives, arts and culture organizations, schools, neighborhood associations, community centers, or community-based organizations are eligible to submit a project for consideration. Applicants do not need to be a 501(c)(3).

5. How many ArtsMatch projects may I submit for consideration in each funding cycle?
Applicants may submit more than one project proposal for consideration; however, an applicant may have only one project selected to participate in each funding cycle.

6. If my proposed project is not selected for participation in ArtsMatch, may I re-submit the proposed project for consideration in the next funding cycle?
Yes, applicants may re-submit a proposed project for consideration in another cycle. All project proposals will be considered for funding as long as the proposed project meets the identified priority for the funding cycle. Please see the Grant Guidelines on the ArtsMatch webpage for additional details.

7. Can my proposed project take place outside of the Greater Louisville area or Kentucky?
All projects must serve the geographic area identified for each ArtsMatch funding cycle. Please see the Grant Guidelines on the ArtsMatch webpage for additional details on the geographic area to be served in the next ArtsMatch funding cycle.

8. What information is required to submit a project for consideration?
All project submissions must include: contact information for the applicant, a project narrative, an itemized budget, and, if applicable, a copy of the applicant's 501(c)(3) tax designation letter. Please see the ArtsMatch Grant Guidelines on the ArtsMatch webpage for additional details.

9. Are there any precautions I should take when submitting my project image?
The applicant/grantee must ensure that all images included in the project submission are owned by the applicant/grantee and/or the applicant/grantee has obtained authorization from the image owner to use the image. Any penalties incurred for use of unauthorized images will be the responsibility of the applicant/grantee and not the Fund for the Arts.

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10. What size/format should the image file be for my project? Can I submit more than one image?

Ideal image sizes would be 250 x 198px and in either jpg or png format. You are welcome to submit more than one image although only one will be displayed on your project's ArtsMatch crowdfunding page.

11. Can I submit a video for my project? If so, what are the guidelines?

Yes, you may submit a video as part of your project proposal. To submit a video, please upload it to YouTube and then include the link to the YouTube video in your project proposal. Submitted links should not require a password to access.

12. How are projects selected to participate in ArtsMatch?

Project proposals are reviewed by a committee consisting of community leaders whose work is closely related to each funding cycle's identified priority as well as Fund for the Arts staff and board members.

13. How will I know if my project is selected for participation in ArtsMatch?

All applicants will be notified of their proposed project's funding status via an email to the applicant's Executive Director or leadership and to the primary contact named in the project proposal. If your project is selected for participation, the notification email will include detailed instructions and information on next steps and what is required of ArtsMatch selected projects.

14. If my project is selected for participation in ArtsMatch, what are my responsibilities?

Each project selected for participation in ArtsMatch will work with the Fund for the Arts to compose the written content for a customized crowdfunding page on the Fund for the Arts website. The grantee will sign a letter of agreement with the Fund for the Arts which details the roles and responsibilities of the Fund for the Arts and grantee. In close collaboration, the Fund for the Arts and the grantee will promote the selected project, encouraging the community to make donations in support of the selected project during the crowdfunding period. Once each crowdfunding period closes, the grantee may implement the project. The grantee must complete a Mid-Year and a Final Impact Report via the Fund for the Arts online grant portal.

15. Can I edit my project's crowdfunding page once the crowdfunding window opens?

Once the project description and image have been approved and the project's customized crowdfunding page is live on the Fund for the Arts website, the content may not be edited. However, if you have necessary changes, please contact the Fund for the Arts at grants@fundforthearts.org immediately upon learning that changes are needed.

16. When and how long is the crowdfunding window?

Each funding cycle has a specified crowdfunding window, which is approximately one to two months in length. Please see the Grant Guidelines on the ArtsMatch webpage for additional details on the crowdfunding window for each ArtsMatch funding cycle.

17. Can my project receive cash and/or check donations?

Under special circumstances, donations made via check are allowed. Checks must be made out to the Fund for the Arts with "ArtsMatch" and the project title included in the check memo line. Each check donation must be accompanied by a letter that includes the donor's full name, phone number, mailing address, and email address. All check donations must be mailed to:

Community Impact Team
Fund for the Arts
623 W. Main Street
Louisville, KY 40202

All check donations must be received by the Fund for the Arts prior to the end of the crowdfunding period that is stated in the Grant Guidelines on the ArtsMatch webpage. Cash donations cannot be accepted.

18. Am I guaranteed the full amount of match dollars I am approved to receive on my project?

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 $20,000).

19. Can I raise funds over my goal? Will these funds be matched by the Fund for the Arts?

Grantees may raise funds that exceed the project goal; however, the funds raised above the project goal will not be matched.

20. What happens if my project does not meet its fundraising goal?

Projects that do not reach their fundraising goal will have the option to adapt the project to fit the funds raised. Projects that do not reach their fundraising 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.

21. When will I receive the funds for my project and how will the funds be disbursed?

Once the crowdfunding period closes, 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.

22. How do I know who donated to my project?

At the end of the crowdfunding period, the grantee will receive a report of all donations to its project, including any information provided by the donor, such as name, address, phone number, email address, etc. Please note that some donors may choose to make their gift anonymously.

23. Do I need to thank donors to my project?

Grantees are not required to thank donors who contributed to the project. The Fund for the Arts encourages Grantees to thank each donor for their contribution. The Fund for the Arts will send to each donor an acknowledgement letter and tax receipt recognizing their gift.

24. Am I required to, or can I, provide donor benefits?

Providing benefits to donors who contribute to the project is not required. If you choose to offer donor benefits, the benefits must be fully tax deductible.

25. Can I implement my ArtsMatch project before the crowdfunding window closes?

No, selected projects must be implemented during the time period outlined in the Grant Guidelines on the ArtsMatch webpage.

26. What if I am unable to complete my project during the required implementation period?

Grantees should contact the Fund for the Arts, grants@fundforthearts.org, as soon as possible if it is determined that the project cannot be completed within the required implementation period. The Fund for the Arts and the Grantee will work together to review the project progress and determine an alternative timeline for project completion.

27. Who do I contact if I have additional questions about ArtsMatch?

If you have any additional questions about ArtsMatch, please contact the Fund for the Arts Community Impact Team at grants@fundforthearts.org or (502) 582-0100.