



# ArtsMatch 2022

## Arts and Equity in Health

### Grant Guidelines

At [Fund for the Arts](#), we believe that art is a right, not a privilege, because art is a fundamental expression of the human condition. We contribute to the overall health and well-being of our community by generating resources for, investing in, and supporting our local arts, artists and arts organizations.

#### **What is ArtsMatch?**

ArtsMatch is a matching grant opportunity for arts projects that address and advance a specific theme. This year's ArtsMatch theme is Arts and Equity in Health.

#### **How does ArtsMatch work?**

ArtsMatch utilizes a crowdfunding platform to match donors to projects that are of interest to them. Each project selected to participate in ArtsMatch receives a crowdfunding page on the Fund for the Arts website. In close collaboration, Fund for the Arts and the ArtsMatch grantees promote the projects, encouraging the community to make donations in support of the projects.

Fund for the Arts maximizes support for ArtsMatch projects, matching dollar-for-dollar the funds raised via the crowdfunding page for each project. Once the crowdfunding window closes, grantees implement their projects.

ArtsMatch for Racial Equity matching funds are made possible by Fund for the Arts in partnership with LG&E and KU Foundation.

#### **Who may apply?**

Artists, artist teams or collectives, arts and culture organizations, schools, neighborhood associations, community centers, or community-based organizations in Kentucky may apply.

Applicants may submit proposals as an individual, a group or organization without tax-exempt status, or as a nonprofit organization.

#### **Please note:**

- All project activities must take place in Kentucky and benefit Kentucky residents.
- You do not have to be a 501(c)(3) or be affiliated with a 501(c)(3) to apply for ArtsMatch. If you apply as an individual or as a non-tax-exempt organization or group, and are selected for a grant award, your grant award will be considered taxable income by the Internal Revenue Service.
- Applicants who are previous ArtsMatch grantees and/or current Fund for the Arts grantees must be compliant with all grant requirements and reporting in order to be eligible for this grant opportunity.

#### **How do I/we apply?**

1. Read the entire Grant Guidelines document.
2. Attend the Applicant Information Session (see below for details).



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3. Submit your application through the Fund for the Arts online grant portal. To start your application, click here:  
[https://www.GrantRequest.com/SID\\_5723?SA=SNA&FID=35367](https://www.GrantRequest.com/SID_5723?SA=SNA&FID=35367)
4. To continue working on your saved application, click here:  
[https://www.GrantRequest.com/SID\\_5723?SA=AM](https://www.GrantRequest.com/SID_5723?SA=AM)

**Please note:** 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.

Should you need support in completing your application (i.e., help with grant writing, access to a computer, etc.), please contact the Fund for the Arts Community Impact Team at [grants@fundforthearts.org](mailto:grants@fundforthearts.org) or (502) 582-0100.

### What information will I need to provide in my application?

- Contact and social media information
- Background Information
  - Mission Statement/Artist Bio
  - Experience Completing Similar Projects
  - Key Partners or Collaborations in the Proposed Project
- Proposed Project Activities, Audience & Impact
  - Project Title
  - Activities
    - Description of Proposed Project
    - Timeline
  - Audience
    - Description of Target Audience (including audience demographics, such as race/ethnicity, age, ability, income level, etc.)
    - Geography to be Served
    - # of People to be Served
  - Impact
    - Project Impact on Arts and Equity in Health
    - Project Outcomes
    - Plan for Measuring Outcomes
- Budget
  - Total Cost of the Project
  - Crowdfunding Goal
  - Matching Funds Requested
  - Description of Funds already Committed to the Project
  - Promotional and Fundraising Plan
  - Budget Outline
- Attachments
  - Optional: Work Sample(s) and Letter(s) of Support
  - Nonprofit Designation Letter



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- Applicant Demographic Information

#### Is there a funding limit? What are eligible expenses?

Applicants 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. The total matching funds should not 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.
  - It is recommended that costs associated with planning and evaluation (i.e., staff time/salary) of the proposed project do not exceed 20% of the total budget.
- May not be used to cover general operating expenses or event/season sponsorships.

#### What is the timeline?

April 1, 2022	Applications Open
Friday April 15, 2022 1:00pm to 2:30pm, EST	<p>Applicant Info Session <i>This session is for anyone planning to apply for ArtsMatch. If you’re not able to attend the session, it will be recorded and posted on the ArtsMatch page of the Fund for the Arts website.</i></p> <p>Please RSVP at <a href="mailto:grants@fundforthearts.org">grants@fundforthearts.org</a> to receive the Info Session Zoom link.</p>
Friday April 29, 2022 1:00pm to 2:00pm, EST	<p>Office Hours <i>Virtual Office Hours are available for anyone planning to apply for ArtsMatch, to provide time for questions with FFTA staff. Additional resources include the Grant Guidelines and recorded Info Session.</i></p> <p>Zoom Link: <a href="https://us06web.zoom.us/j/81215260890?pwd=T3RnNHZUR05vcVM5SittbEhKenl5UT09">https://us06web.zoom.us/j/81215260890?pwd=T3RnNHZUR05vcVM5SittbEhKenl5UT09</a></p> <p>RSVP is not required.</p>
Thursday May 5, 2022 11:59pm, EST	Applications Due
Friday May 20, 2022	Grantees Notified of Grant Award



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Thursday May 26, 2022 1:00pm to 2:15pm, EST	Grantee Orientation Session via Zoom <i>Link will be sent to grantees when award notifications are sent.</i>
May 27–June 30, 2022	Crowdfunding Window
July 1, 2022 – August 31, 2023	Selected Projects Implemented
Wednesday February 1, 2023	Mid-Year Impact Report Due in the Fund for the Arts' Online Grant Portal
Friday September 1, 2023	Final Impact Report Due in the Fund for the Arts' Online Grant Portal

### How will my application be reviewed?

A panel of independent peer reviewers reads and scores the applications. The Fund for the Arts' Arts & Race Equity Committee, utilizing the review panelists' scores, makes award recommendations.

Your application will be scored using the following criteria:

- Ability to successfully execute the proposed project.
- Clear description of the proposed project and project activities.
- Clear description of the proposed project's target audience.
- Demonstration of how the proposed project addresses and advances racial equity, inclusion, diversity, and health for the proposed project's target audience and the community in which your target audience resides.
- Alignment of the proposed project's outcomes with the proposed project's activities.
- Strength of data collection methods and how data will be used to demonstrate the degree to which outcomes are achieved.
- Realistic promotional and fundraising plan that will result in the applicant raising the funds necessary to support the proposed project.
- Congruency of the proposed project timeline, budget expenditures, and the proposed project description and outcomes.

### Please note:

- Funding priority will be given to:
  - 1) Applicants not currently receiving Fund for the Arts' Sustaining Impact Grants.
  - 2) Applicants who have never received funding from the Fund for the Arts.
  - 3) Applicants from traditionally underrepresented and underserved populations.
- Fund for the Arts staff does not score applications.



# **ArtsMatch 2022**

## **Arts and Equity in Health**

### **Grant Guidelines**

#### **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. Any funds raised outside of the crowdfunding window or crowdfunding page will not be eligible for matching funds. Within 30 days after the crowdfunding window 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.

Grantees who do not reach their crowdfunding goal will be required to submit an updated project proposal and budget that aligns with the amount of funds raised via crowdfunding, plus the matching dollars, to the Fund for the Arts for approval before the grant payment will be issued and project implementation may begin.

#### **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 work with Fund for the Arts to develop content for the grantee's crowdfunding page, 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 and LG&E and KU Foundation as donors, and participate in at least one Fund for the Arts advocacy activity.

#### **Additional questions?**

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