



## 2012 Grantmaking Letter of Interest Guidelines for Annual Impact Grants of \$10,000 or More

***Letter of Interest Deadline – Noon, Tuesday, January 31, 2012***

***All forms and attachments may be found on line at***

***<http://www.theartswave.org/support/impactgrantmaking>***

### **INTRODUCTION:**

All organizations that meet the [Applicant Requirements](#) for their Annual Impact Grant Size may submit a Letter of Interest (LOI) by **Noon, Tuesday, January 31, 2012**. The LOI process is being introduced to provide early guidance to organizations relative to eligibility, proposal's alignment with ArtsWave's [Arts Community Impact Agenda](#), realistic grant request range based on available dollars, and relative strength of LOI compared to other applicants.

Upon a favorable review of the LOI, applicants will be extended an invitation by the third week of February, 2012 to apply within a specific grant request range (Application 1 or 2). The deadline for all Grant Applications of \$10,000 or more is Monday, April 2, 2012 by 5 PM.

### **GRANT FUNDING DECISIONS:**

1. ArtsWave may elect not to fund or advance through the process any applicant with known management, fiscal, reporting or other problems that would make it unlikely that they would be able to operate effectively.
2. Qualification under eligibility, reporting and budget size specifications detailed on Applicant Requirements does not entitle an organization to receive funding.
3. All funding decisions are made at the discretion of ArtsWave's Board of Trustees based on recommendations of volunteers and staff.
4. ArtsWave reserves the right to reject any and all proposals, in part or in whole; to negotiate with the applicant; and, to award funding to those organizations/programs deemed most likely to contribute to the goals of ArtsWave's Arts Community Impact Agenda.

## GRANT APPLICATION REVIEW CRITERIA AND PROCESS:

Criteria for determining awards will be based on the following:

- Community Impact 50% weighting
- Leadership & Sustainability 30% weighting
- Collaboration with other regional arts organizations 20% weighting

***Community Impact*** - The extent to which the applicant's work advances the vibrancy of our community and/or connects people through the arts, consistent with the impact metrics set forth in ArtsWave's [Arts Community Impact Agenda](#).

**Key Impact: The arts create vibrant neighborhoods and contribute to a thriving economy.**

Outcome 1: The arts create economic value for local neighborhoods.

Outcome 2: The arts improve the quality of life in the Region by making it more fun, interesting and attractive.

Outcome 3: The arts contribute to a thriving Regional economy.

**Key Impact: The arts create a more connected community.**

Outcome 4: The arts help promote increased understanding and tolerance of differences among residents.

Outcome 5: The arts create and strengthen social bonds.

Outcome 6: The arts foster shared community pride.

**Essential Grantee Outcomes to drive Key Impacts:**

- Outcome A - Extraordinary cultural experiences.  
*Extraordinary cultural experiences which have a national or international profile, reflect innovative thinking, and/or represent something uniquely special about the Region, are available.*
- Outcome B – Cultural clusters.  
*Cultural offerings are available through clusters of arts providers and events in close geographic proximity and these cultural offerings draw attendees.*
- Outcome C - Arts learning.  
*Arts instruction is available to children in schools across the Region. Children and parents feel more comfortable with and interested in the arts as a result of participation in arts learning programs.*

- Outcome D – Arts-focused community gatherings.  
*Art events draw attendees from different ages and cultures from across the Region and socio-economic spectrum.*
- Outcome E – Wide variety of art forms.  
*A wide variety of cultural offerings is available for consumption in the Region.*
- Outcome F – Art making opportunities for amateurs.  
*Opportunities are accessible for amateurs (adults and children) to make or perform art.*
- Outcome G – Arts engagement across the Region.  
*Cultural programming is available across the Region. Institutions collaborate across geographies.*

**Leadership and Sustainability** - The extent to which the applicant is fiscally and operationally sound, defined as:

- Maintains an engaged, diverse professional and volunteer leadership to guide the organization.
- Delivers break even or better operating results on a consistent basis.
- Demonstrates liquidity: Positive unrestricted current ratio (current assets/current liabilities) and evidence of cash reserve.
- Demonstrates ability to achieve budgeted operating results consistently.
- For applicants applying for grants of \$10,000 or more, ArtsWave's total annual grant making not comprising more than 20% of any organization's total arts budget.
- For applicants applying for grants of \$50,000 or more, the existence and responsible use of an endowment and/or board designated endowment funds or documented plans to establish an endowment within the next 3 years.

**Collaboration** - The extent to which the applicant collaborates with ArtsWave and other regional arts organizations to maximize impact/ensure efficient use of resources, defined as:

- Works across geographies.
- Shares administrative resources/staff/physical infrastructure.
- Deliver impact-focused activity.
- Engages in integrated marketing efforts.

## LETTER OF INTEREST:

The Letter of Interest will ask for summary information related to all three review criteria areas of the grant application and will enable reviewers to make initial assessments of the strength of the applicant for Impact, Leadership and Sustainability and Collaboration.

In addition, funding history will be considered for currently supported organizations at all levels. Due to transition funding commitments to former Member and Associate Members, it is unlikely that ArtsWave will be able to provide significant increased support to a new or currently funded organization in the first two-year cycle of funding under the new impact based funding model unless the community campaign growth results in significantly more funds available for distribution.

In summary, a LOI applicant may be invited to advance in the review process depending on staff and volunteer review of the following:

- The rating based on the listed review criteria
- The combination of Grantee Outcomes determined to best meet the goals of ArtsWave's Arts Community Impact Agenda
- Estimated funding available
- ArtsWave funding history
- Other relevant considerations