



# GREATER HARTFORD ARTS COUNCIL 2017 ARTS & WELLNESS GRANT GUIDELINES

## ABOUT THE ARTS & WELLNESS GRANTS PROGRAM

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The Arts & Wellness Grant Program supports artistic programs and projects that promote healing and wellness through the arts within the Greater Hartford Art's Council's 34-town service area. The involvement of professionally trained, experienced artists and/or an arts organization is essential. Competitive applications will demonstrate how the proposed program or project reflects a sensitivity to and understanding of the unique needs of the target population. The Arts & Wellness Grant program is made possible with major support from UnitedHealthcare.

## TARGET POPULATION

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For 2017, the program focuses on the use the arts to address the health and wellness needs of adults with physical disability and their families.

## DEADLINES

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**September 29, 2016: Intent to Apply form due.** Forms can be downloaded at [www.LetsGoArts.org/ArtsandWellness](http://www.LetsGoArts.org/ArtsandWellness). Intent to Apply forms must be received via email by the Greater Hartford Arts Council no later than 5:00 P.M. on September 29, 2016, and should be sent to [Grants@LetsGoArts.org](mailto:Grants@LetsGoArts.org). Arts Council staff will review Intent to Apply forms and invite the strongest proposal candidates to submit a full application.

**October 27, 2016: Applications due.** Applications must be preceded by the Intent to Apply form. Applications may be downloaded at [www.LetsGoArts.org/ArtsandWellness](http://www.LetsGoArts.org/ArtsandWellness). Please send the completed application and required attachments to [www.droptittome/LetsGoArts-Grants](http://www.droptittome/LetsGoArts-Grants) by 5:00 P.M. on October 27, 2016. See page 6 for more instructions.

**December 2016: Notification of Awards.**

**February 2017- January 2018: Project timeframe**

## GRANT AMOUNTS AND MATCHING FUNDS

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Awards are available in the amount of \$2,500. Applicants need not demonstrate matching funds in order to receive an Arts & Wellness Grant, although initiatives with matching funds will be given priority. Four grants will be awarded for programs/projects occurring between February 1, 2017 and January 31, 2018.

If applicable, in-kind matches may be included in the budget to demonstrate the robustness of programming and are valuable in showing commitment and partnership. Matching funds may come from in-kind or cash contributions from the applicant, sponsoring organizations, businesses, community partners, other grant funding or a combination of the above. Claimed in-kind contributions estimates will be reviewed for reasonableness.

## ELIGIBILITY

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Organizations with an arts and health mission as well as non-profit educational organizations offering arts and health programming may apply for funding through this grant program. The involvement of professionally trained, experienced artists (e.g.: art therapists, music therapists, drama therapists, etc.) and/or an arts organization is essential.

**To be eligible** for an Arts & Wellness Grant, applicants must:

- Apply for a project or program occurring between February 1, 2017 and February 28, 2018
- Apply for a project or program occurring within the 34-town region served by the Greater Hartford Arts Council (see map);
- Have a primary physical address within the 34-town region served by the Greater Hartford Arts Council (see map);
- Hold a current 501(c)(3) tax-exempt status (For-profit entities are not eligible for funding);
- Applicants need not demonstrate matching funds in order to receive an Arts & Wellness Grant, although initiatives with matching funds will be given priority.

The Greater Hartford Arts Council **cannot consider** applications that:

- Are not preceded by an Intent to Apply;
- Do not appear in the proper format as outlined in the grant guidelines and application;
- Are submitted without the required attachments;
- Are received after 5:00 PM on the Oct. 29, 2015 deadline date;
- Are from an organization that does not have its primary physical address within the 34 towns served by the Greater Hartford Arts Council;
- Are from organizations that have not fulfilled grantee obligations from prior Arts Council grants, including filing of final reports;
- Are from organizations with budgets above \$1 M that currently receive Operating Support Grants (Charter Grants) from the Arts Council.

Funds may not be used for:

- Capital improvements such as renovation, restoration, rehabilitation or construction;
- Unrestricted operating support, endowment support, or funds to be applied towards capital improvements/equipment such as renovation, restoration, rehabilitation or construction;
- Individual fellowships, graduate education, or university-based projects that require participants to register for academic credit;
- Acquisition of artifacts, works of art or documents
- Repayments of loans or debt service;
- Events that are considered social or fundraising benefits or are for events that use the proceeds for scholarships;
- Retroactive funding (activities completed before the start of the proposed grant period);
- Undocumented expenses;
- Salary or benefits for a new or expanded staff position or replacement of lost funding for existing staff;
- Contracted services of an organization's staff or board member;
- Regularly contracted services such as a grant writer, accountant, attorney, advertising firm or district curriculum supervisor.

The following entities are not eligible for Arts & Wellness Grant support:

- Organizations with a primary focus of school day programs for pre-K through 12th grade students that are not primarily arts based;
- After school programs and summer camps;
- Public broadcasting media, radio and television stations;
- Churches or church-affiliated programs receiving a significant portion of their base support from a church or religious organization;
- Governmental institutions, e.g. public libraries, park and recreational facilities, schools, etc.

**Organizations which have not fulfilled grantee obligations from prior Arts Council grants, including filing of final reports, may apply for additional grants but will not receive funding unless all obligations are fulfilled within 30 days of the application deadline for this grant program. There are no exceptions. The Arts Council cannot accept more than one application per year in each grant program from the same organization, nor can the organization apply to two different Arts Council grants for the same project.**

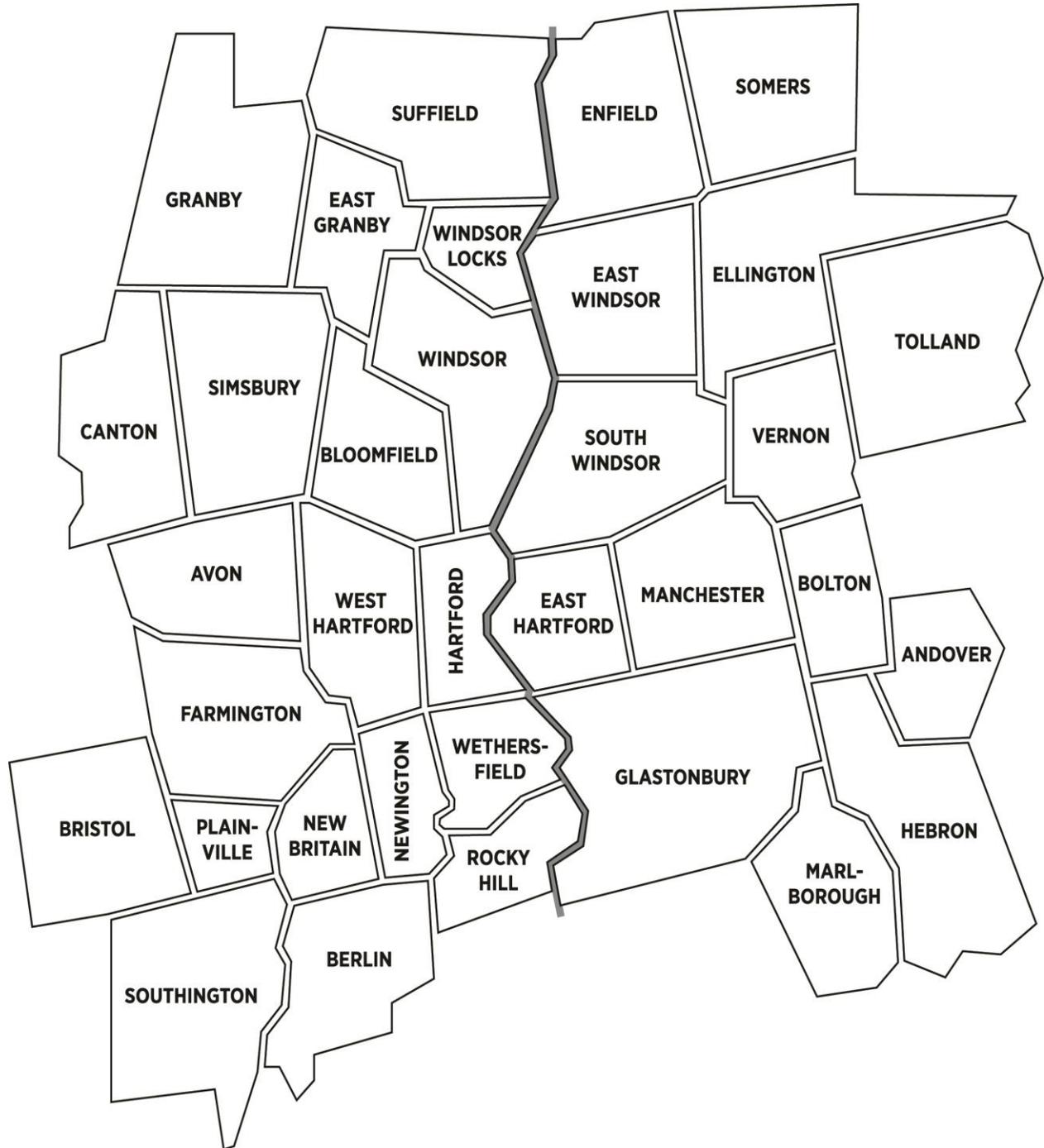
### **Support for Staff Positions**

While the Arts Council recognizes the need for funds to support staff positions, past grantmaking experiences have shown that organizations have difficulty finding continued financial support for these positions beyond the grant period. Arts & Wellness Grants have been developed to have long-term benefit and lasting impact. To ensure that Art & Wellness Grant funds will not be used to fill

gaps in staffing or salaries, applicants may only apply up to \$1,000 of the grant request toward staff salaries.

## SERVICE AREA MAP

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## REVIEW CRITERIA

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All eligible applications are reviewed by a volunteer panel from the Greater Hartford community.  
**Staff does not make granting decisions.**

Evaluations for funding are based on an analysis of:

- The significance of the project to the population it serves and the project's potential to enrich lives through the arts;
- Community support for the project;
- Quality and creativity of the project's design;
- Qualifications of key personnel;
- Clarity/feasibility of budget, timeline and evaluation plans;
- Effectiveness of marketing and promotional plan.

The panel presents its recommendations to the Greater Hartford Arts Council's Board of Directors for final review and ratification.

At the discretion of the Arts Council staff, applicants may be requested to attend an interview/review session with Greater Hartford Arts Council staff prior to the panel meeting.

## GRANT CONDITIONS

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Awards are available in the amount of \$2,500 for programs occurring between February 1, 2017 and January 31, 2018.

The Grantee is required to acknowledge the support of the Greater Hartford Arts Council in all promotional materials (brochures, posters, programs, flyers, banners, newsletters, media releases, etc.) with the Greater Hartford Arts Council logo (download from [www.LetsGoArts.org/logos](http://www.LetsGoArts.org/logos)) and use of the phrase "Supported in part by the Greater Hartford Arts Council's United Arts Campaign with major support from UnitedHealthcare."

For promotion on online platforms (including websites, emails/e-newsletters, etc.), the Grantee will display the Arts Council logo with a link to [LetsGoArts.org](http://LetsGoArts.org). Promotion on social media will include the use of #LetsGoArts and by tagging the Arts Council as appropriate: Facebook: Greater Hartford Arts Council, Twitter: @LetsGoArts\_org, and Instagram: @LetsGoArts.

Where applicable, The Grantee may be asked to participate in the Greater Hartford Arts Council's United Arts Campaign, such as providing a free demonstration, exhibition, performance, and/or provide incentives such as guest passes or tickets which can be used at United Arts Campaign events or participate in the Let's GO Arts! program.

Outside of regular reporting, The Grantee must report significant changes in their project's scope, timeline, key personnel or budget to Arts Council staff ([grants@letsgoarts.org](mailto:grants@letsgoarts.org)) in a timely manner or face the possibility of forfeiture of grant funds. Print or email is acceptable but all submitted changes must be approved in writing.

The Grantee receives 80% of the grant award upon receipt of the executed contract. The signed contract must be returned within 30 days of the posting date on the executed contract. The remaining 20% of the grant award is released upon receipt of the Final Report after completion of the project or program. The Final Report is due within 30 days after the end of the grant period or the remaining funds will be forfeited to the Arts Council.

## APPLICATION INSTRUCTIONS

1. An Intent to Apply must precede all Applications. The Intent to Apply form may be downloaded at [www.LetsGoArts.org/ArtsandWellness](http://www.LetsGoArts.org/ArtsandWellness) and must be received via email [Grants@LetsGoArts.org](mailto:Grants@LetsGoArts.org) no later than 5:00 PM on **September 29, 2016**.
2. Applications may be downloaded at [www.LetsGoArts.org/ArtsandWellness](http://www.LetsGoArts.org/ArtsandWellness). Send completed application and required attachments electronically via <https://dropitto.me/LetsGoArts-Grants> by 5:00 PM on **October 27, 2016**. The password is GHArts2k14. Send an email to [Grants@LetsGoArts.org](mailto:Grants@LetsGoArts.org) and Arts Council staff will respond and confirm that all attachments have been received. If you have not received a confirmation email by November 3, 2016, please contact Arts Council Staff to ensure the receipt of your application.

Documents must be clearly labeled using the following template:

2017 Arts Wellness - Applicant Name [or initials] - File Name

For example: 2017 Arts Wellness - Greater Hartford Arts Council – Attachment A

2017 Arts Wellness - GHAC – Att. A

The following materials are required, in addition to the completed application:

Attachment A	Detailed Budget (downloadable on the <a href="#">Arts &amp; Wellness Grant web page</a> )	On the downloadable form, provide: <ul style="list-style-type: none"> <li>• a detailed breakdown of the project's expenses</li> <li>• a detailed breakdown of the project's income</li> <li>• list appropriate "fair market" values of in-kind contributors</li> <li>• indicate pending and confirmed sources of income</li> </ul>
Attachment B	Qualifications of Key Personnel	Statements should reflect the key personnel's qualifications as they relate to the project
Attachment C	Letters Confirming Collaboration	Letters from collaborators confirming commitment to the project. Organizations collaborating with school

	*only for projects with collaborators	districts <b><i>must</i></b> have an administrator letter confirming collaboration. <b><i>Please plan accordingly.</i></b>
Attachment D	Timeline	Production, exhibition, program, or event schedule
Attachment F	Staff & Board List	Provide names, job titles, phone extensions and email addresses
Attachment G	Most recent IRS 990-tax form	<b>Organizations that submit a 990-N (“ePostcard”) <u>must</u> also submit most recent Board-approved financial statements/year-end statements.</b>
Attachment H	Copy of 501(c)(3) Letter of Determination	For organizations that are new applicants or did not apply for Arts Council grants in 2016.

**Please Make Sure:**

- All attachments are Microsoft Word or PDF documents. Left and right margins should be .7” or larger to ensure type won’t be affected by three-hole punch;
- Font size is no smaller than 11 point;
- All answers are fully completed. Please do not refer the reviewer(s) to other attachments and do not include additional attachments unless requested.

**CONTACT INFORMATION**

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Questions should be directed to:

José Feliciano, Manager of Granting Programs, Greater Hartford Arts Council  
860-525-8629 x245 or by emailing [Grants@LetsGoArts.org](mailto:Grants@LetsGoArts.org)

**The Arts & Wellness Grant program is funded by the  
Greater Hartford Arts Council's United Arts Campaign with major support from  
UnitedHealthcare**