



# ARTS & WELLNESS GRANT GRANT GUIDELINES

## ABOUT THE ARTS & WELLNESS GRANT PROGRAM

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The Arts & Wellness Grant Program supports arts-focused programs and projects that promote healing and wellness through the arts within the Greater Hartford Art's Council's 34-town service area. The COVID-19 pandemic continues to have profound impacts on our community, including increased isolation and stresses on mental health. The Arts + Wellness grant will support programming that addresses these impacts on the population in the Greater Hartford region. The involvement of artists and/or an arts organization familiar with arts and wellness programming is essential. Competitive applications will demonstrate how the proposed program or project reflects a sensitivity to and understanding of the unique needs during these challenging times. The Arts & Wellness Grant program is made possible through the Greater Hartford Arts Council's United Arts Campaign, with major support provided by UnitedHealthCare.

The program will award five \$2,500 grants and is open to 501(c)(3) organizations within the Arts Council's 34-town service area. Applicants need not demonstrate matching funds in order to receive an Arts & Wellness Grant, although initiatives with matching funds are encouraged.

**\*\*\*It is strongly recommended that applicants contact Arts Council staff to discuss your project in advance of submitting an application.\*\*\***

## DEADLINE & NOTIFICATION DATES

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| Arts & Wellness Grant Schedule |                                     |
|--------------------------------|-------------------------------------|
| Application Deadline           | November 30, 2020                   |
| Award Notification             | Late December 2020                  |
| Grant Cycle                    | January 1, 2021 – December 31, 2021 |

## ELIGIBILITY OF ORGANIZATIONS

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Arts organizations, organizations with an arts and health mission, as well as non-profit community organizations offering arts and health programming may apply for funding through this grant program. Applicant organizations must demonstrate expertise in health-related arts programming or collaborate with appropriate professionals (art therapists, music therapists, drama therapists, etc.) to execute the project.

### To be eligible for consideration, applicant organizations must:

- Submit an application following the proper format as outlined in the grant guidelines and application, including required attachments.
- Apply for a project or program occurring during the grant cycle as specified in the Deadlines & Notification Dates section above.
- Apply for a project or program occurring within the 34-town region served by the Greater Hartford Arts Council outlined on our service area map.
- Maintain a primary physical address within the Arts Council's service area (see map). The primary physical address is the address the organization uses on federal tax documents.
- Be a non-profit corporation registered in the State of Connecticut with 501(c)(3) tax-exempt status from the Internal Revenue Service.
- Demonstrate expertise in arts programming for the specified target population; or serve the target population and hire appropriate artist(s) to execute the project.

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

- Organizations that are currently receiving funding for the same project through the Arts Council.
- Organizations that have not fulfilled grantee obligations from prior Arts Council grants, including filing of final reports before the Arts & Wellness Grant application deadline. No exceptions.
- College or university-sponsored projects not open to participation by the community outside the university setting;
- Organizations with a primary focus of school day programs for pre-K through 12th grade students that are not primarily arts based;
- Public broadcasting media, radio and television stations;
- Churches or church-affiliated organizations receiving a significant portion of their base support from a church or religious organization.
- Governmental institutions and agencies, e.g. park and recreational facilities, schools, etc. (excluding public libraries)

## ARTS DEFINITION

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For the purposes of this grant the Arts Council defines arts-focused programs and projects as those focusing on the creation, exhibition, and/or performance of works in any of the following fine, performing, applied or literary art forms:

|                |   |
|----------------|---|
| Drawing        | Architecture                                  |
| Painting       | Dance   |
| Sculpture      | Theater                                       |
| Photography    | Music   |
| Printmaking    | Decorative art                                |
| Functional art | Creative Writing (including poetry and prose) |

## SERVICE AREA MAP

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## ELIGIBILITY OF EXPENSES

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### The following are not eligible for funding:

- Capital improvements such as renovation, restoration, rehabilitation or construction
- Endowment requests
- Unrestricted funding requests (General Operating Support)
- 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
- Costs associated with social or fund-raising events
- Retroactive funding (activities completed before the start of the proposed grant period)
- Undocumented expenses
- Salaries for new or expanded staff positions
- 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.

## Support for Staff Positions

Art & Wellness Grant funds are not intended to fill gaps in staffing or salaries. Therefore, applicants may apply no more than \$1,000 of the grant request toward the salaries of staff members directly engaged in the project.

**All funded project expenses must be incurred within the grant period which cannot exceed 12 months.**

## REVIEW CRITERIA

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All eligible applications are evaluated by a volunteer panel from the Greater Hartford community. Staff does not make funding decisions. Evaluations include an analysis of the quality of the project, clarity and feasibility of the project's design and budget, qualifications of key personnel, and the potential for the project to promote healing and wellness through the arts for the target population. The panel presents its recommendations to the Greater Hartford Arts Council's Board of Directors for final review and ratification.

## GRANT CONDITIONS

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The Grantee receives 80% of the grant award upon receipt of the executed contract. The signed contract must be postmarked within 30 days of the contract date. The remaining 20% of the grant award is released upon acceptance 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. Please reference reminder emails from Arts Council staff for instructions on how to submit your final reporting materials.

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. A letter or email is acceptable but all submitted changes must be approved in writing.

The Grantee is required to acknowledge the support of the Greater Hartford Arts Council in all print and electronic materials in a manner appropriate for the funded project. Acknowledgement consists of the Greater Hartford Arts Council logo ([LetsGoArts.org/press-kit/](https://letsgoarts.org/press-kit/)) and the phrase "Supported by the Greater Hartford Arts Council with major support provided by 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](https://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 appropriate, the Grantee may be asked to participate in the Greater Hartford Arts Council's United Arts Campaign. This may include participating in the Let's GO Arts! program and/or providing guest passes or tickets at no charge for demonstrations, exhibition tours, performances, and other incentives which can be used at United Arts Campaign events.

## APPLICATION PROCESS

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1. **Read the Arts & Wellness Grant Guidelines before beginning your application.**
2. Refer to the deadlines and notification dates referenced at the beginning of the guidelines.
3. Applicants are **strongly encouraged** to contact Arts Council staff to discuss proposed project prior to submitting an application. The objective is to support applicants in presenting strong proposals.
4. **Follow the directions in the application form and budget form for what to submit and how to submit your application and required attachments.**
5. The application form and budget form can be downloaded at [LetsGoArts.org/Wellness/](https://LetsGoArts.org/Wellness/).

## REQUIRED ATTACHMENTS

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

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|--------------|--|--|
| Attachment A | Budget Form  | Download at <a href="https://LetsGoArts.org/Wellness/">LetsGoArts.org/Wellness/</a> .  |
| Attachment B | Letters Confirming Collaboration   | <i>Only for projects submitted collaboratively by more than one organization.</i><br><br>Letters from collaborating organizations stating commitment to the project and responsibilities under the collaboration. If you are collaborating with a school you <b><i>must</i></b> have a letter of collaboration from the school or school district administrator. <b>Please plan accordingly.</b> |
| Attachment C | Board List   | Provide names, contact information, professional affiliations, and board roles.  |
| Attachment D | Most recent IRS Form 990 or 990-EZ tax filing<br><b>OR</b><br>most recent 990-N ePostcard and confirmation | <b>Organizations that submit a 990-N</b> (“ePostcard”) <b>MUST ALSO</b> submit corresponding Board approved year-end financial statements (Profit & Loss and Balance Sheet).   |
| Attachment E | Proof of 501(c)(3) tax exempt status   | Applicants who have <b>NOT</b> applied for an Arts Council grant in the past two calendar years must submit a copy of the Letter of Determination from the IRS.  |

## CONTACT INFORMATION

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Questions should be directed to: Amanda Roy, [grants@letsgoarts.org](mailto:grants@letsgoarts.org), 860-525-8629 x252

**Arts & Wellness Grants are a program of the Greater Hartford Arts Council, with major support provided by UnitedHealthcare.**