

**PUBLIC IMPACT  
Information and Instructions**

**Fiscal Year 2009**

Public Impact grants recognize arts organizations that are having a significant impact on their community. The Division of the Arts has established Public Impact grants:

1. To acknowledge and encourage exemplary community impact initiatives by Delaware arts organizations
2. To offer competitive, merit-based funding to supplement formula-based General Operating Support grants for arts organizations
3. To invest Division funds to advance the goals of the National Endowment for the Arts' Challenge America program:
  - Provide opportunities for Delawareans to experience and participate in a wide range of art forms and activities
  - Enable arts organizations and artists to expand and diversify their audiences
  - Extend the arts to underserved populations
  - Emphasize the potential of the arts to help strengthen communities

**Eligibility**

To be eligible for Public Impact grants, applicants must be arts organizations that are recipients of a General Operating Support or General Operating Support: Abbreviated grant.

**Evaluation Criteria and Considerations**

The following criteria are utilized to evaluate each Public Impact application. The more effectively an applicant's proposal addresses these criteria, the more competitive that proposal is likely to be.

Organizations are expected to:

- Have a good understanding of the community they serve
- Demonstrate that they are having a positive impact on their community
- Evaluate their impact in ways that guide the shape of future initiatives

Exemplary organizations will also:

- Demonstrate a sustained commitment and connection to the community they serve
- Have a record of success or have laid a solid groundwork for success
- Demonstrate through community participation, response, and support that programs are valued
- Have expectations that are well-grounded, yet ambitious
- Implement strategies that are creative, resourceful, and well thought out
- Identify measurable outcomes that are indicators of their effectiveness
- Tell a compelling story that demonstrates that they benefit their community in a significant way

**Grant Period**

Funding awarded in the FY2009 grant cycle must be spent on programs and activities that occur during the Division's Fiscal Year 2009, which runs from September 1, 2008, through August 31, 2009.

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## **Application Deadline and Filing**

The deadline for Public Impact applications is **March 3, 2008**. Arts organizations applying for Public Impact must submit their application as part of their General Operating Support application package. The Fiscal Year 2009 Arts Organization Grant Application form, which is used for both of these grant categories, may be downloaded from the Division's web site at [www.artsdel.org/grants/artsorggrants](http://www.artsdel.org/grants/artsorggrants) in either Microsoft Word or PDF format.

### **To be eligible for funding, applications must:**

- Be typed and submitted to the Division as hard copies on current application forms.  
To reduce waste and speed processing, grant applications should be copied double-sided on white 8.5×11-inch paper; collated and stapled in the order requested; and **submitted without covers, folders, or other packaging.**
- Include all of the necessary information and attachments, presented in the required format.
- Be signed by the organization's chief authorizing official to indicate agreement with all legal and technical requirements as set forth in these guidelines.
- Be collated per the application instructions, with one (1) original and ten (10) collated copies of the complete application packet, including all attachments.
- Be postmarked or hand-delivered to the Division office no later than 4:30 p.m. on **March 3, 2008**.

## **Notification of Grant Awards**

After all applications have gone through a grant review process, the Delaware State Arts Council will make final funding recommendations for Fiscal Year 2009 at their June 2008 funding meeting. Applicants will be notified of final funding decisions after July 1, 2008, following the Council meeting and passage of the state budget. For details on the grant review process, go to [www.artsdel.org/grants](http://www.artsdel.org/grants).

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## Public Impact Application Procedure

Applicants are required to submit one (1) original and ten (10) collated Public Impact packets with their General Operating Support application. Materials should be organized in the following order:

### 1. Public Impact Narrative

Label your narrative as follows: **[Arts Organization Name] FY2009 Public Impact Narrative**

The narrative **must** be double-spaced with 1" margins, using a Times New Roman or Arial 10-point font or larger, and a maximum of **four** numbered pages.

Include all of the following letter items. Label each of the items with the indicated italicized headers:

- a. **Community** - Describe the community(ies)\* you currently serve – the people, place, environment.  
\*A community may be comprised of people living in the same locality, or sharing a common ethnicity, tradition, language, interest, occupation or other characteristics. You define what you see as your community.
- b. **Programs** – Briefly describe your organization's programs and services. (More detailed information may be included as an attachment with support materials).
- c. **Impact** - Describe the ways your organization and its programs are making an impact on your community.
- d. **Evaluation/Planning** - Describe how you gauge your community impact and how you use what you learn to shape future efforts? (What are your indicators of success in this area; what are those indicators telling you?)
- e. **Future** - How will a Public Impact grant assist you in sustaining or advancing your efforts?

### 2. Public Impact Support Materials

Include up to four (4) pieces of support material that will provide additional insight into your programs, services, and/or community impact. Submit eleven (11) identical collated sets of support materials, one for each copy of the application. Include only those support materials that have been referenced in your Public Impact Narrative. Examples of support materials may include, but are not limited to, organization brochures or program descriptions, evaluation tools, letters of support from community partners, newspaper articles, DVDs, promotional materials.

**Important Note:** The Public Impact grant panel is different than the panel reviewing General Operating Support applications. Panelists will receive only your FY2009 Grant Application form (which includes your mission, description, and audience figures) and your Public Impact Narrative and Support Materials. If you wish the panel to see support materials that you have included with your GOS application, you must submit an *additional* eleven (11) copies here. Information from your GOS narrative will not be available to Public Impact panelists. Keep that in mind when preparing your Public Impact narrative.

**Collate one (1) original and ten (10) identical packets** that include the Public Impact Narrative and Public Impact Support Materials. Collate these packets separately from the GOS grant application.

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## Public Impact Grant Writing Tips

### Successful applicants in FY2007 and 2008:

- Provided a **clear picture** of their community, including demographics
- Talked about who they are **actually reaching**, not just who they *hope* to reach or who resides in their town
- Made a **clear connection** between the programs offered and how involvement in those programs is positively impacting their community
- Focused on the **overall work** of the organization, not just one specific project
- Showed evidence of **successfully implemented** models that could be sustained or built-upon
- Highlighted **meaningful partnerships** which extended the organization's impact
- Discussed the **results** of audience- or participant-building efforts
- Demonstrated **results** of evaluations that have been carried out, showing how the organization knows that their efforts have been successful or that they are making an impact.
- Attached **supplementary materials** that enhanced a panelist's understanding of the organization and/or supported claims made in the narrative
- Told a **compelling story** using a **combination of facts, figures, and anecdotes** to make their case

For a description of previous Public Impact grant awards, go to [www.artsdel.org/grants/granthistory](http://www.artsdel.org/grants/granthistory).