

ST^{ART}UP

Information and Instructions

Fiscal Year 2011

ST^{ART}UP Program Goals

The ST^{ART}UP program is available to support programming and to develop and strengthen the management capacity of emerging arts organizations. It provides resources for young arts organizations to develop and enhance the basic skills of running a 501(c)(3) nonprofit so that they can operate in a sustainable manner and provide a valuable public service to the cultural life of Delaware.

The Delaware Division of the Arts' ST^{ART}UP program consists of modest program support, training and consultant input. ST^{ART}UP serves as the gateway for emerging arts organizations to enter the Division's General Operating Support grant program.

Eligibility

New arts organizations must successfully complete the Division of the Arts ST^{ART}UP program for emerging arts organizations before applying for other arts organization grants. Applications for ST^{ART}UP, offered every two years, will be available again in 2012 for FY2013.

To be eligible for ST^{ART}UP, applicants must:

1. Have the promotion, presentation, production, and/or teaching of the arts as their primary purpose as outlined in their charter, incorporation papers, bylaws, and IRS nonprofit determination letter.
2. Have a stable, functioning board of directors that meets at least quarterly.
3. Be based and chartered in Delaware as a nonprofit organization; exempt from federal income tax under Section 501(c)(3) or 501(c)(4) or 509(a) of the Internal Revenue Code; and eligible to receive donations allowable as charitable contributions under Section 170(c) of the Internal Revenue Code of 1954. Ruling year should be within the last five years.
4. Applicants must have been providing arts programs or services since at least July 1, 2009.

Please note the following restrictions:

- The Division will not accept applications through fiscal agents.
- No individual may compile or submit an application on behalf of an organization if that individual is a member or relative of a member of the Delaware State Arts Council or Division staff.

Note: First-time applicants should contact the Division prior to beginning the application process in order to verify their eligibility and review the application process with staff. A copy of your **State of Delaware Certificate of Incorporation** and **IRS Nonprofit Determination Letter** must be submitted with your first application. A **W-9 form** must also be on file with the State of Delaware. (See <https://dew9.accounting.delaware.gov/accounting/w-9.nsf/w9!OpenForm>)

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Expectations of Participants

A core part of the ST_{ART}UP program consists of a series of training classes, one full day per month, from September 2010 to May 2011. Organizations must send at least two participants to each class. Grantees will be required to develop certain documents for their organizations after each training session, submit them to the trainer/consultant for critique and input, revise and submit them to the Division.

Because of the extensive commitment this program requires of an emerging arts group, organizations wishing to apply for ST_{ART}UP should discuss the requirements of ST_{ART}UP at a board meeting and submit a copy of the minutes at which the board affirmed their support for participation.

Classes and Required Documents:

- Mission, Vision and Values
 - Mission Statement; Vision Statement; Values Statement
- Governance: Board Responsibilities, Best Practices, Conflicts of Interest
 - Conflict of Interest Policy
- Governance: Board Recruitment, Development and Self-Assessment
 - Board Development Plan; Board Member Job Description; Board Self-Assessment Tool
- Financial Management for Nonprofits
 - Two-Year Budget Report; Treasurer's Report
- Strategic Planning
 - Strategic Plan
- Program Planning, Budgeting and Evaluation
 - Program Plan and Budget; Evaluation Plan
- Marketing
 - Marketing Plan
- Fundraising
 - Fundraising Plan
- Grant Writing
 - Grant Proposal to a funder other than the Division of the Arts
- Volunteer Management
 - Volunteer Management Plan

ST_{ART}UP participants will have the opportunity to apply for continued ST_{ART}UP program funding in March 2011 for FY2012. Upon successful completion of ST_{ART}UP, organizations will be eligible to apply for General Operating Support and other Division grants for arts organizations.

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Evaluation Criteria

The following criteria are used to evaluate ST_{ART}UP applications:

Artistic Quality

- Demonstrates a commitment to artistic quality in the arts product, process or service provided, as evidenced by the qualifications of artists and artistic leadership, the artist selection process, reviews, and/or public response

Availability of the Arts

- Fulfills an artistic need in the community
- Demonstrates efforts to build audiences

Management

- Financial information provides adequate detail in a clearly presented format
- Board shows commitment to mission and development of the organization

Matching Funds

ST_{ART}UP grants for program support are funded on a matching basis. Matching funds of 1:1 must be cash and may not come from the National Endowment for the Arts. Other federal grant sources may be used as match in accordance with authorizing legislation.

Expenses Eligible for ST_{ART}UP Funding

Funding from ST_{ART}UP may be used to support most aspects of an arts organization's annual operating expenses (not including capital expenses), such as:

- Artists' fees
- Administrative costs
- Contractual services
- Facilities operations (utilities, routine maintenance...)
- Marketing or publicity of events/activities
- Personnel (salaries, benefits...)
- Supplies and materials
- Professional development (workshops, seminars, conferences, excluding credit-earning post-secondary coursework)
- Technical costs
- Travel (domestic) and other operational expenses necessary to deliver arts programs and services

Expenses Not Eligible for ST_{ART}UP Funding

- Activities outside Delaware
- Activities for which academic credit is given
- Awards and cash prizes or donations
- Bad debt
- Building, renovating, or remodeling of facilities
- Capital expenditures and non-consumables valued over \$3,000
- Circus and athletic activities
- Contingency funds
- Expenses incurred outside of the grant period
- Fundraising costs (capital/endowment campaigns)
- Investments of any type
- Meals/refreshments
- Lobbying
- Private entertainment
- Projects restricted to exclusive participation or enjoyment
- Projects which have sectarian or religious purposes
- Scholarships or research by individuals

Grant-in-Aid

The Division of the Arts was created by the Delaware General Assembly to serve as the principal mechanism for supporting the arts in Delaware. Arts organizations seeking funding from the state are expected to apply for support through the Division.

The Division will notify the Delaware Controller General's office and the General Assembly Joint Finance Committee of all organizations that apply to the Division for ST-ARTUP support. Any arts organization receiving support through other state mechanisms, including Grant-in-Aid, may see an impact in Division funding.

Grant Period

Funding awarded in the FY2011 grant cycle must be spent on programs and activities that occur during the Division's Fiscal Year 2011, which runs from September 1, 2010, through August 31, 2011.

Application Deadline and Filing

The deadline for ST-ARTUP applications is **March 1, 2010**. The Fiscal Year 2011 Arts Organization Grant Application form is used for ST-ARTUP applications and may be downloaded from the Division web site at www.artsdel.org/grants/artsorggrants in 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 8.5x11-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 seven (7) collated copies of the complete application packet, including all attachments, with four (4) copies of the required IRS report.
- Be **postmarked or hand-delivered** to the Division office no later than 4:30 p.m. on **March 1, 2010**. Facsimile (fax) or e-mail transmission of applications will not be accepted.

Notification of Grant Awards

The Delaware State Arts Council will make funding recommendations for Fiscal Year 2011 to the Division Director at their June 2010 funding meeting. Applicants will be notified of final funding decisions after July 1, 2010, following the Council meeting and passage of the state budget.

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GRANTEE RESPONSIBILITIES

Receipt of state and federal grants carries with it certain obligations and responsibilities. By signing a Division of the Arts grant application, applicants are affirming that they are familiar with the requirements of both the Division of the Arts and the National Endowment for the Arts (NEA), and that they will comply with those requirements.

Fiscal Requirements of Grantee Organizations

The Delaware Division of the Arts, the NEA, or any duly authorized representative shall have access to any books, documents, papers, and records maintained to account for funds expended under the terms and conditions of the grant for the purpose of audits and examinations. Grantees must provide accurate, current, and complete disclosure of financial results of federal/state sponsored projects. Records of “cash match” and expenditures of state and federal monies must be kept for all activities connected with the grant or fellowship for a minimum of three years. Grantees’ financial management systems must provide for effective control over and accountability for all funds, comparison of actual outlays with budgeted amounts for each grant, and accounting records that are supported by source documents.

Contract

When a grant is approved, a contract is forwarded to the applicant specifying the terms of the award. After the applicant organization agrees to the terms of the contract and returns it signed, no major changes in the project/program may occur either in activities, personnel, venue, or budget without advance approval of the Division. Funds granted must be expended solely for activities described in the approved application. The Division should be notified at the earliest possible opportunity of changes in, or cancellation of, a project/program to allow time for review and approval. Any significant changes must be made with enough notice to allow adequate time for planning and marketing. Failure to follow the above procedure may jeopardize future funding.

Grant Payment Form and Grant Payments

Payments of grant awards are subject to the availability of state and federal funds. The schedule of grant payments depends on the timely submission of the organization’s Grant Payment Form and other reporting documents.

DelawareScene.com

DelawareScene.com is a free, comprehensive, up-to-date website calendar produced by the Division featuring Delaware’s arts and cultural events and attractions. The Division requires grantees to maintain an organizational profile and keep their event information current in DelawareScene.com.

On-Site Evaluations

Grantees should expect on-site visits from Division staff, Council members, grant panelists, or independent evaluators. Division staff will access information entered by grantees on DelawareScene.com to schedule on-site evaluations. For evaluation purposes, grantees are expected to provide at least four complimentary tickets or free admissions per grant cycle upon request of the Division. Organizations that currently are not receiving funding, but are interested in applying, should make arrangements for Division representatives to attend events before the application review process begins. To broaden the scope of evaluations, the Division encourages grantees to undertake additional methods of monitoring their own programs. Organizations may request sample On-Site Evaluation Forms from the Division, develop their own methods such as audience surveys and participant questionnaires, or use outside evaluators. Organizations are also encouraged to inform the Division of qualified individuals to serve as on-site evaluators of Division-sponsored programs and activities.

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Final Evaluation Form

A completed Final Evaluation Form is required of all grant recipients. Final Evaluation Forms are due 60 days after completion of the project/program or by September 30 following the end of the grant year, whichever comes first. Final evaluations not received or postmarked by September 30 are considered delinquent and fifteen percent (15%) of the grantee's total grant award will be forfeited. The only exceptions to this requirement would be for grantees that have submitted a written request prior to the due date and have subsequently received written authorization for an extension. Written requests must state the extenuating circumstances which hinder a timely submission of the final evaluation. Failure to comply with the final evaluation requirement may also result in ineligibility for future Division funding.

Photographic Documentation

The Delaware Division of the Arts maintains a photographic archive documenting events presented by grantees. These photographs are used in promotional materials and presentations to community groups. Organizations are encouraged to submit at least one photograph and caption information with their Final Evaluation. However, photos can be submitted throughout the year. Digital images are preferred and can be e-mailed to delarts@state.de.us. Original black/white or color photographs are acceptable. Photo credit will be given if supplied by the organization.

Acknowledgement

Grant recipients are required to include the following credit in all advertising, news releases, printed programs or posters, electronic media, or publicity related to Division-funded activities:

This program is made possible, in part, by grants from the Delaware Division of the Arts, a state agency dedicated to nurturing and supporting the arts in Delaware, in partnership with the National Endowment for the Arts.

When grant recipients display logos of contributors or sponsors, the Division logo must also be displayed. Digital logos are available on the Division website at www.artsdel.org/logos.shtml

All arts organizations that have World Wide Web homepages are required to include the credit statement on their website, with a link to the Division's homepage. The words "Delaware Division of the Arts" in the credit should be set up as a hyperlink to the following URL address: www.artsdel.org

National Endowment for the Arts Requirements for Subgrant Recipients

Because the Division receives a substantial percentage of its budget from the NEA, organizations receiving funding from the Division must, in turn, comply with the requirements outlined in *National Endowment for the Arts Requirements for Subgrant Recipients*, located on our web site at www.artsdel.org/grants.

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ST_{ART}UP Application Procedure

Applicants are required to submit one (1) original and seven (7) identical, collated application packets organized in the following order:

1. Fiscal Year 2011 Arts Organization Application form

Complete the Fiscal Year 2011 Arts Organization Grant Application form. Check the box marked ST_{ART}UP. The application form can be downloaded from the web site at:

www.artsdel.org/grants/artsorggrants.

2. Board List

Submit a list of your organization's current board members, with the following information. Identify the officers of your board.

- | | | |
|------------|---------------------|-------------------------|
| a. Name | c. Telephone number | e. Occupation/Expertise |
| b. Address | d. Email | |

3. Staff List (if applicable)

Submit a list of your organization's key staff members that contains the following information for each:

- | | | |
|---------|----------|-------------------------|
| a. Name | b. Email | c. Staff Position/Title |
|---------|----------|-------------------------|

4. ST_{ART}UP Narrative

Label your narrative as follows: **[Arts Organization Name] FY2011 ST_{ART}UP Narrative**

Required Narrative Length – **3 page maximum**

The narrative **must**:

- have 1" margins
- use a Times New Roman or Arial 10-point font or larger
- be double-spaced
- be copied double-sided

Note: Applications that do not comply with length and format requirements may not be accepted.

The narrative must include all of the following letter items. Label each of the items with the indicated italicized headers:

a. Description of Organization

- How the organization began
- Current management structure – staff (paid or volunteer) and board
- Programs or services currently provided and anticipated for next year

b. Service to Community

Describe the community that you serve. What services do you provide that are not being provided by existing organizations?

c. Promotional Activities

Provide a description of how you attract an audience or participants to your programs.

d. Artistic Quality

Describe the qualifications of artists and artistic leadership for your program and/or describe your artist selection process. What does your organization do to maintain a high level of artistic quality?

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5. Two-Year Operating Budget Report

Label your response as follows: **[Arts Organization Name] Two-Year Operating Budget Report**

Submit a budget report containing itemized information from two budget/reporting periods:

- Most recently completed fiscal year's **actual** operating expenses and income
- Current fiscal year's **budgeted** operating expenses and income

This information must be presented side-by-side so that the two year's figures may be easily compared.

If you have not yet completed your first fiscal year, submit a year-to-date *actual* expenses/income report side-by-side with your current fiscal year's *budget*.

Budget information can be provided in your own organization's format (but with enough detail to be meaningful) and should reflect **your** organization's fiscal or calendar year. **Note:** If you include in-kind donations, report them in a separate column and be sure that they are reflected as both in-kind income **and** expenses.

Be sure to explain significant budgetary changes in your narrative. Unusual or "one-time only" expenses or sources of income should be explained on the budget page.

6. Financial Reporting

Attach **four (4)** copies of your organization's most recent **IRS 990-N, 990-EZ or 990** tax report (if applicable) and **one (1) original and seven (7) copies** of the **treasurer's report** from your organization's most recently completed fiscal year. If you have not yet completed your first full year of activity, attach your most recent Treasurer's Report (through at least December 31, 2009). A treasurer's report includes a statement of financial position (balance sheet) and a statement of financial activity (income and expense statement).

7. Support Materials

Include up to four (4) pieces of support material, referenced in your narrative, which will provide additional insight into your programs and services. Submit eight (8) identical collated sets of support materials, one for each copy of the application. Examples of support materials include, but are not limited to:

- a. Minutes from board meeting at which STARTUP participation was affirmed (**required**)
- b. Schedule of events or season brochure from the current year.
- c. Sample event brochures or program books.
- d. Print materials such as newspaper reviews, organization brochures, newsletters, press releases, advertisements, or flyers.
- e. CDs or DVDs.
- f. Samples of program evaluation tools with summary of data collected.
- g. Short- or long-range plan.

8. Checklist

Include one (1) copy of the Fiscal Year 2011 Arts Organization Grant Application Checklist with the original application form (www.artsdel.org/grants/artsorggrants).