VIRGINIA COMMISSION FOR THE ARTS

WHICH VCA GRANT IS RIGHT FOR YOU?

December 11, 2023 Workshop

VCA TEAM

Margaret Hancock
Executive Director

Cathy Welborn
Senior Grants Officer

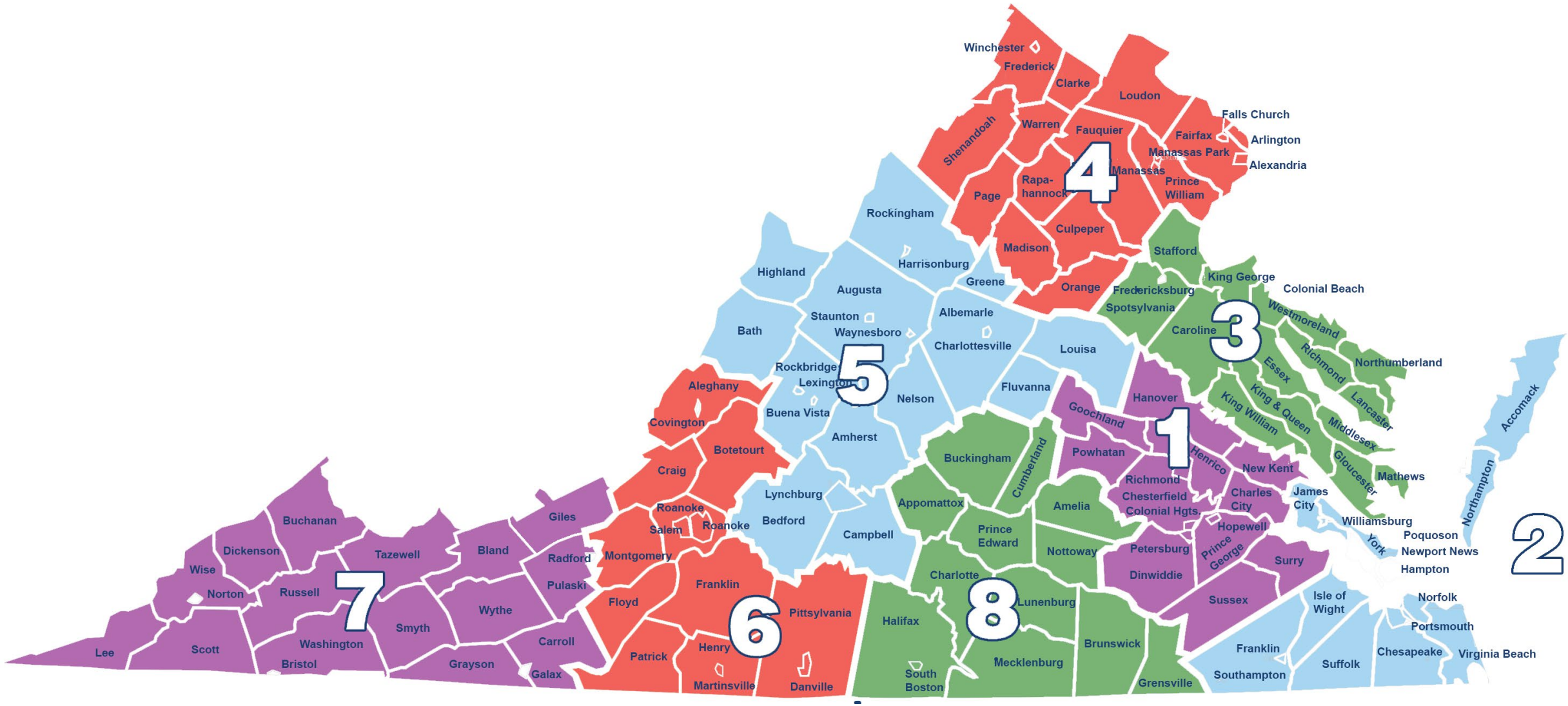
Lo Crilley
Artist Engagement Coordinator

Karina Klemz
Administrative Specialist

VCA AT A GLANCE

1968 *year established*	*800+* *grants per year across the Commonwealth*	*$5.3 million* *allocated in FY24*
Only *state agency dedicated to investing in the arts*	*Mission* *to invest in the arts in the Commonwealth of Virginia*	*13* *Governor-appointed Commissioners*
43 *on the VCA Teaching Artist Roster*	*8* *regions served*	*69* *on the VCA Touring Artist Roster*

REGIONAL MAP



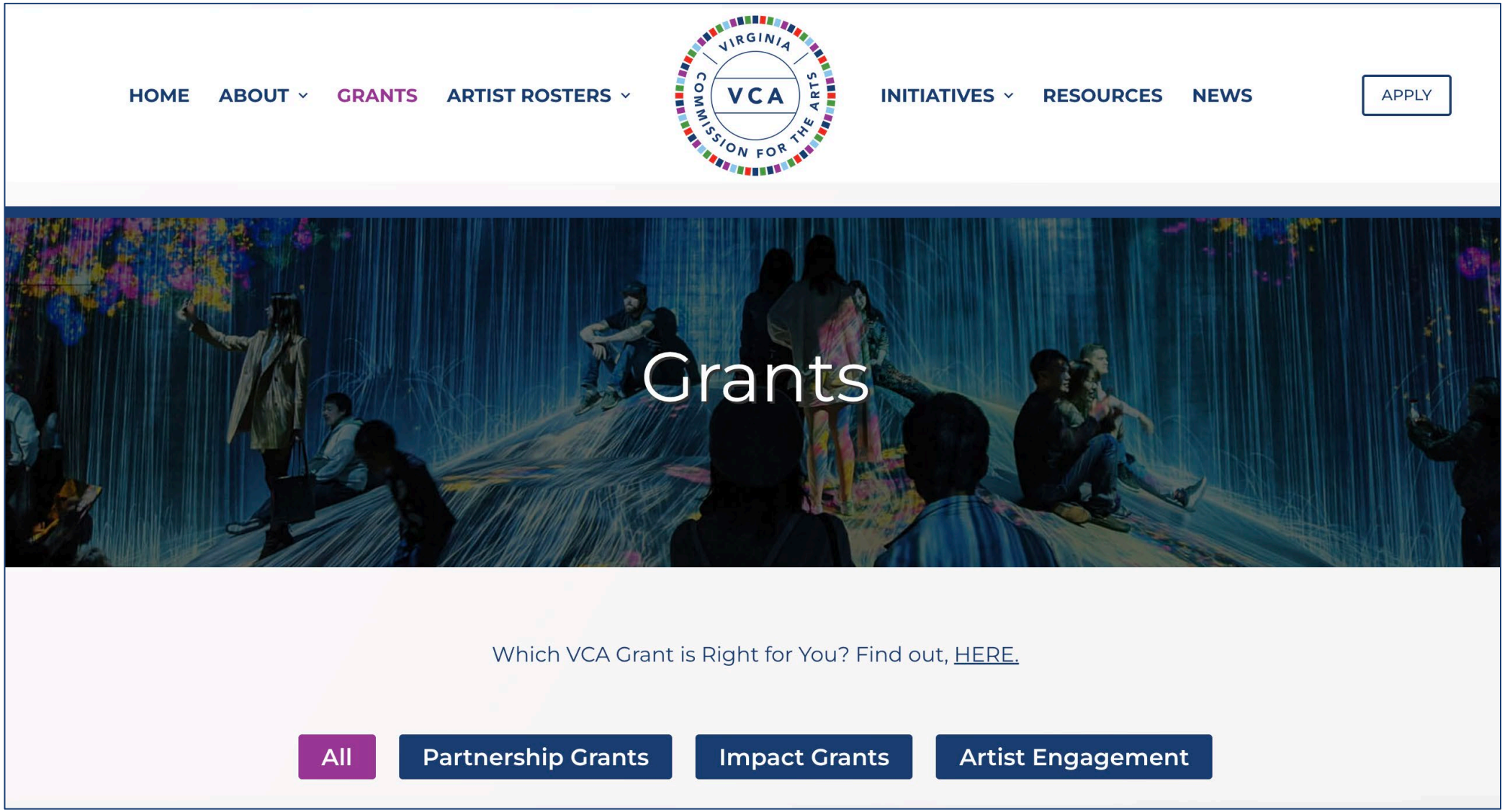
VCA GRANT FUNDING SOURCES

Virginia General Assembly, with budget approved by the Governor

National Endowment for the Arts

ACKNOWLEDGEMENT FOR GRANTEES

WEBSITE | WWW.VCA.VIRGINIA.GOV

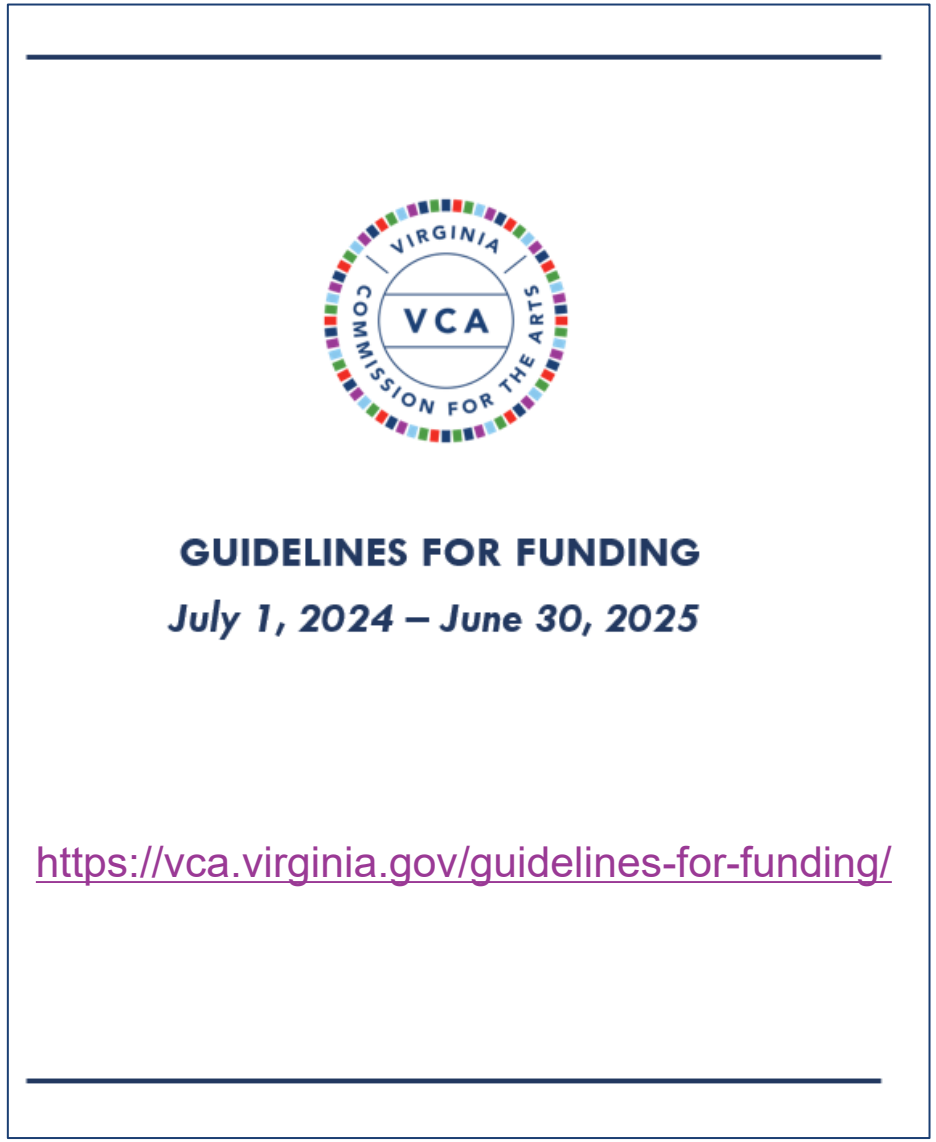


WHICH VCA GRANT IS RIGHT FOR YOU?

VCA FY25 GRANTS	Eligibile Applicants	Application Deadline	Grant Support	Grant Allocation	Match Requirement
GOS | General Operating Support for Medium & Large Organizations	501(c)(3) arts organizations with income greater than $150K	February 1 | Short Form* March 1 | Long Form	General operating support	$2,500 - $100,000	None
OSS | Operating Support for Small Organizations	501(c)(3) arts organizations with income less than $150K	March 1	General operating support	$2,500	None
Creative Community Partnership Grant	Independent city/town/county/tribal governments in VA	April 1	Operating support for arts organizations serving the locality or tribal nation	Up to $4,500	1:1 match, 50% of match must be cash
Community Impact Grant	501(c)(3) organizations, colleges/universities, units of local and tribal government	March 1	New arts initiatives GOS, OSS, and Education Impact May Not Apply	Up to $5,000	1:1 match, 50% of match must be cash
Education Impact Grant	Pre-K-12 schools, colleges / universities, 501(c)(3) organizations, units of local and tribal government	April 1	School/summer/adult artist residencies; professional development for arts educators Community Impact May Not Apply	Up to $5,000	1:1 match, 50% of match must be cash
Virginia Touring Grant	Pre-K-12 schools, 501(c)(3) organizations, colleges/universities, units of local and tribal government	March 1 - December 1	Presenter expenses for performances by VCA Touring Roster Artists	Up to $7,500	1:1 match, 50% of match must be cash
Arts in Practice Grant	Pre-K-12 schools, 501(c)(3) organizations, units of local and tribal government, VCA teaching artists residing in VA	May 1 - April 15 or until funds are exhausted	Short-term residencies or professional development led by VCA Teaching Roster Artists GOS May Not Apply	Up to $2,000	15% cash match
Touring Artist Roster	Performing artists/ensembles residing in VA	July 15	Inclusion on the VCA Touring Artist Roster	$1,000 - $40,000 Allocation	Presenter pays 1:1 match through a VirginiaTouring Grant
Teaching Artist Roster	Teaching artists residing in VA, D.C., DE, KY, MD, NC, PA, TN, and WV	July 15	Inclusion on the VCA Teaching Artist Roster	No Cash Award	None
Artist Fellowship	Individual artists residing in VA	October 1	Unrestricted support Art discipline for FY25 announced Summer 2024	Up to $5,000	None

*VCA notifies those to apply via Short Form

FY2024-2025 GUIDELINES FOR FUNDING



KEY UPDATES TO THE FY25 GUIDELINES FOR FUNDING

GOS and OSS

- Final Report PART II (financials) due **October 1**

Education Impact Grants

- Applications utilizing VCA Teaching Artists will be reviewed **in-agency only.** If utilizing an artist outside of the Roster, the application will be reviewed by an Advisory Panel.

Arts in Practice Grants

- Applicants must select an artist from the **VCA Teaching Artist Roster**, aligning policy with Virginia Touring Grants and Touring Artist Roster
- Awards increase from $1,500 to up to **$2,000**
- Will open **May 1** for the grant period of July 1, 2024 – June 15, 2025

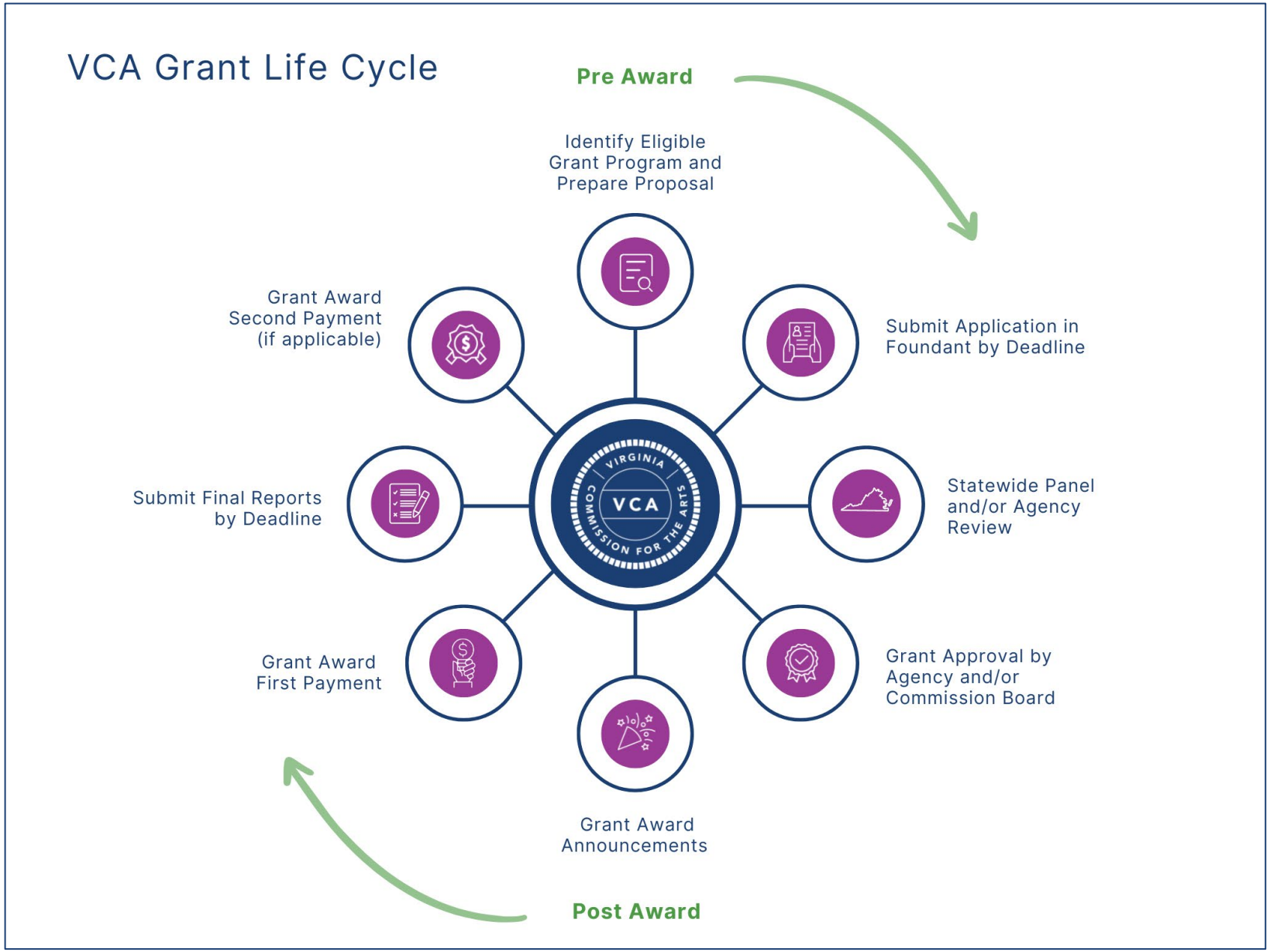
Teaching Artist Roster

- Applications due **July 15** to align with Touring Artist Roster deadline

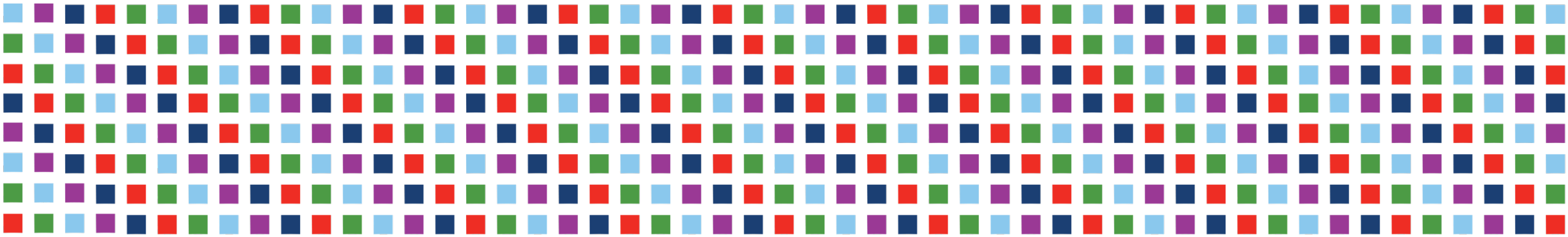
Virginia Touring Grants

- Payments will be made in full approximately 30 days after receipt of the **Final Report**

VCA GRANT CYCLE



BASIC ELIGIBILITY



BASIC ELIGIBILITY REQUIREMENTS

Applicants applying for a Virginia Commission for the Arts grant must:

- Be a **nonprofit and exempt from federal income tax.**
- Have a **valid SAM.gov Unique Entity Identifier (UEI) number.**
- Remain in **operation for the duration of the grant cycle** to receive and apply the funds.
- Produce, present, or support the arts **in Virginia.**
- Not be **under current debarment or suspension** from federal funding.
- Have no **past due Final Reports to the VCA** at the time of application.
- Comply with **Title VI, Section 601, of the Civil Rights Act of 1964** which states that no person, on the grounds of race, color, or national origin, shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.
- Comply with **Title IV, Section 1681, of the Education Amendments of 1972, and the Age Discrimination Act of 1975, Section 6101**, which prohibit discrimination on the basis of sex or age.
- Comply with **Section 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act of 1990**, which state that no otherwise qualified person shall, solely by reason of a handicap, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.

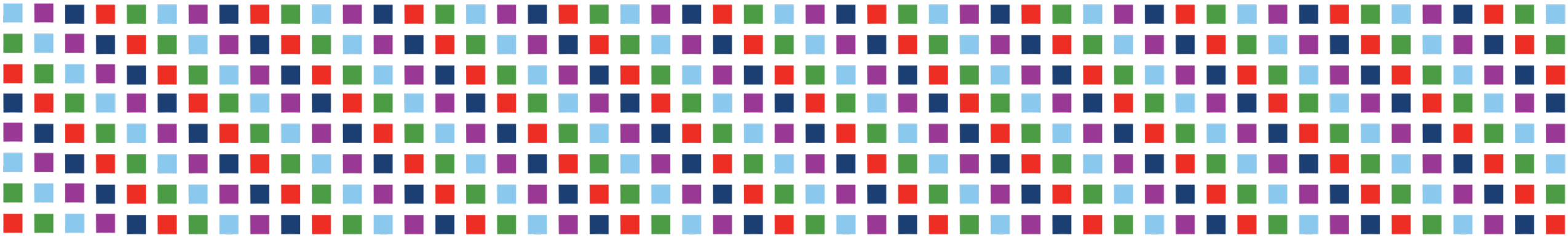
INELIGIBLE ACTIVITIES

The Virginia Commission for the Arts does not fund:

- Activities restricted to an organization's membership.
- Expenses related to parties, receptions, fundraising events/benefits, etc.
- Endowments or capital campaigns.
- Activities that are primarily religious in purpose.
- College or university-based projects that are part of a required course or curriculum, that do not involve and serve a significant non-student population, or that are for activities that are otherwise available in the community.
- General operating support for historic celebrations or community promotional activities.
- Fines and penalties, bad debt costs, or deficit reduction.
- Arts activities / programs that have already started or otherwise occurred.
- Activities or programs that take place outside Virginia.
- Vocal, dance and musical ensembles that perform primarily pop, Broadway, or barbershop music, or that focus primarily on competitions.

Lobbying | No part of a Virginia Commission for the Arts grant shall be used for any activity intended to influence a member of Congress or the General Assembly, to favor or oppose any legislation.

GRANT PROGRAMS



FY25 GRANTS

PARTNERSHIP GRANTS

- **General Operating Support: Medium and Large | GOS**
- **Operating Support Small | OSS**
- **Creative Community Partnership Grants**

VCA forges strong partnerships with arts organizations and additional partners in support of unrestricted funding needs

IMPACT GRANTS

- **Community Impact Grants**
- **Education Impact Grants**
- **New! VA250 Impact Grants**

VCA drives impact through the arts in communities and learning institutions around the state

ARTIST ENGAGEMENT

- **Touring Artist Roster**
- **Virginia Touring Grant**
- **Teaching Artist Roster**
- **Arts in Practice**
- **Artist Fellowships**

VCA supports individual artists and their engagement with citizens and communities across the Commonwealth

PARTNERSHIP GRANTS

General Operating Support for Medium and Large Organizations | GOS

$2,500 - $100,000

- Medium to large arts organizations with annual income of $150,000+
- 3 previous years of programming and 3 programs per year
- Long form applications are reviewed by a statewide Advisory Panel. Short form applications are reviewed by VCA staff.
- FY25 GOS application assignments can be found HERE
- May not apply for OSS, Community Impact, and/or Arts in Practice grants

Deadlines:
FY25 GOS Short Form: February 1
FY25 GOS Long Form: March 1

Operating Support for Small Organizations | OSS

$2,500

- Small arts organizations with annual income of less than $150,000
- 2 previous years of programming and 3 programs per year
- Applications are reviewed by VCA staff
- May not apply for GOS and/ or Community Impact grants

Deadline: March 1

Creative Communities Partnership Grants | CCPG

Matching grant up to $4,500

- Independent cities, towns, counties, or tribal governments in Virginia
- Sub-grants to independent, ADA-compliant arts organizations for arts activities in the locality.
- Local or tribal governments that have not approved their budgets by the grant deadline may apply conditionally
- Grants may not be used to supplement school arts budgets or arts programming by local governments or to match payments paid to performers for specific performances.
- Applications are reviewed by VCA staff
- **Deadline:** April 1

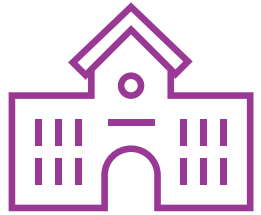
IMPACT GRANTS

Community Impact

Up to $5,000

- New and innovative art-based projects or services that reach and impact Virginia communities including those that are underserved, under-resourced, or under-represented
- nonprofit organizations; universities/colleges; units of local and tribal government
- 1:1 cash match
- Applications are reviewed by a statewide Advisory Panel

Deadline: March 1



Education Impact

Up to $5,000

- Long-term residencies/programs with Virginia students, educators, and other adult populations in both traditional and non-traditional learning environments
- nonprofit organizations; federally tax-exempt schools; units of local and tribal government
- 1:1 cash match
- Applications are reviewed by a statewide Advisory Panel

Deadline: April 1

VA250 Impact Grant

Up to $5,000 non-matching

The Virginia Commission for the Arts in partnership with the Virginia American Revolution 250 Commission (VA250), is thrilled to unveil the VA250 Impact Grant. This initiative is set to fund dynamic arts programs that spark a **'Revolution of Ideas,'** celebrating the 250th Anniversary of the American Revolution and the enduring spirit of innovation that founded our nation.

VA250 Impact Grants will bolster a wide array of artistic endeavors, from thought-provoking visual arts exhibitions to dynamic live performances, and from interactive public art installations to educational workshops taking place between July 1, 2024, and June 30, 2025.

Eligible Applicants

- Virginia units of local and tribal government, including libraries and departments of parks and recreation
- Public educational institutions

Eligible Expenses

- Artist / Speaker / Educator Fees
- Marketing and Promotion of the Program
- Supplies / Equipment Fees
- Venue Rental

Deadline | April 1 Applications are reviewed by an Advisory Panel
Award Announcements | Mid-June 2024

ARTIST ENGAGEMENT GRANTS

Virginia Touring Grants

Up to 50% of performance fees

- Provides up to 50 percent of the performance fee for touring programs listed on the VCA Touring Artist Roster
- Performances taking place July 1, 2024 – June 15, 2025
- nonprofit organizations; federally tax-exempt schools; units of local and tribal government
- Payments are made to the Presenter who is responsible for compensating the touring artist/ensemble in full
- Applications are reviewed by VCA staff

Applications open: March 1
Deadline: December 1

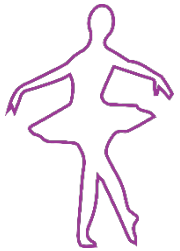
Arts in Practice

Up to $2,000

- Short-term (under 20 hours) hands-on, participatory residencies/workshops led by artists on the VCA Teaching Artist Roster
- Activities taking place July 1, 2024 – June 15, 2025
- nonprofit organizations; federally tax-exempt schools; units of local and tribal government
- 15 percent cash match
- Applications are reviewed by VCA staff

Applications open: May 1
Deadline: May apply two times per grants cycle before April 15, or until funding is exhausted

VCA ARTIST ROSTERS



Touring Artist Roster

- Inclusion onto the statewide Touring Artist Roster, which serves to provide Virginians with enriching arts experiences that extend beyond their immediate communities
- Virginia-based performing artists and performing arts ensembles. Students or organizations that primarily Pre-K-12 are ineligible to apply.
- Touring allocation for the FY25 touring season (July 1, 2025 – June 15, 2026)
- Virginia Touring Grant performances must take 30 miles outside the home base of the artist/ensemble
- Applications are reviewed by a statewide Advisory Panel

Deadline: July 15

Teaching Artist Roster

- Inclusion onto the statewide Teaching Artist Roster, which serves as an online resource for Arts in Practice and Education Impact Grants
- 18+ teaching artists from VA, DE, KY, MD, NC, PA, TN, WV or DC who are skilled in various age groups and populations. Both individuals and nonprofit organizations that provide educational programming may apply.
- Arts in Practice grants are required to select artists from the Teaching Artist Roster. Utilizing VCA Teaching Artists for Education Impact Grants is optional.
- Applications are reviewed by a statewide Advisory Panel

Deadline: July 15

ARTIST FELLOWSHIP GRANTS

Artist Fellowships

Up to $5,000

- Recognizing the creative excellence of individual Virginia artists and support their pursuit of artistic excellence
- 18+ legal Virginia residents (drivers license, income taxes, registered voter)
- Disciplines rotate yearly and are announced each summer
- A limited number of Artist Fellowships are available to professional creative artists living in Virginia. Funding is highly competitive.
- Applications are reviewed by a statewide Advisory Panel

Deadline: October 1

VCA ONLINE GRANT SYSTEM | *FOUNDANT*

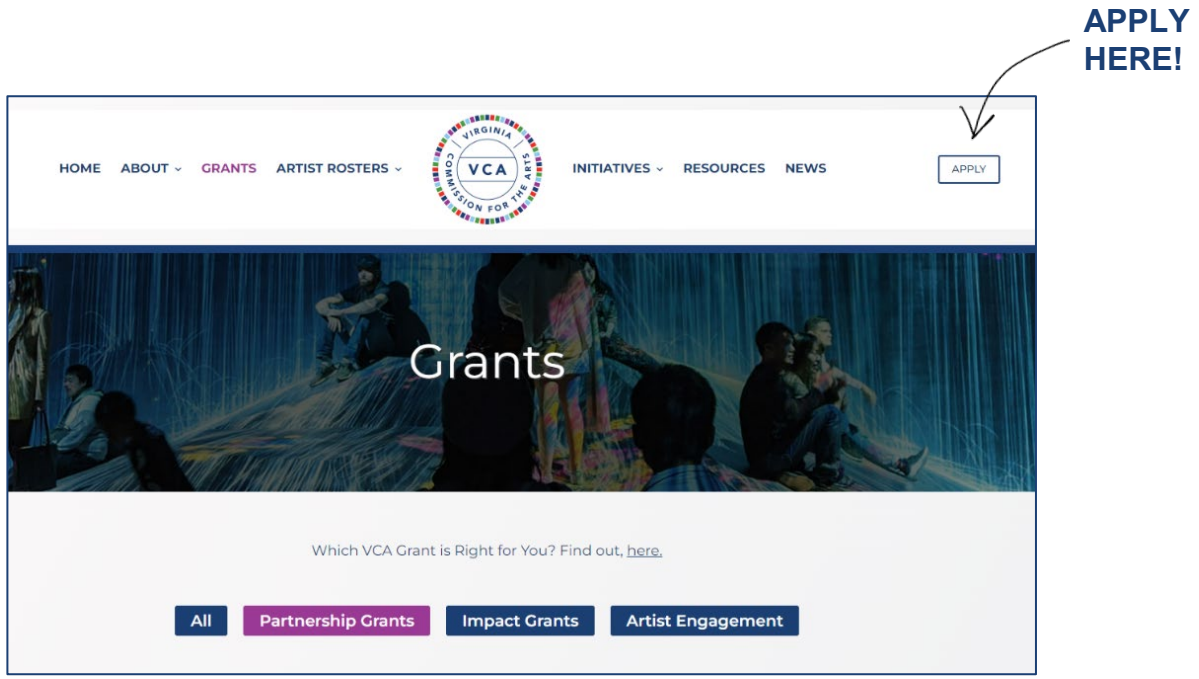
Online Grant System

All applications must be submitted via Foundant, the VCA's online grants system. Applications are due in Foundant by 5:00 p.m. EST on the date published for each individual grant program. No paper applications are accepted – no exceptions!

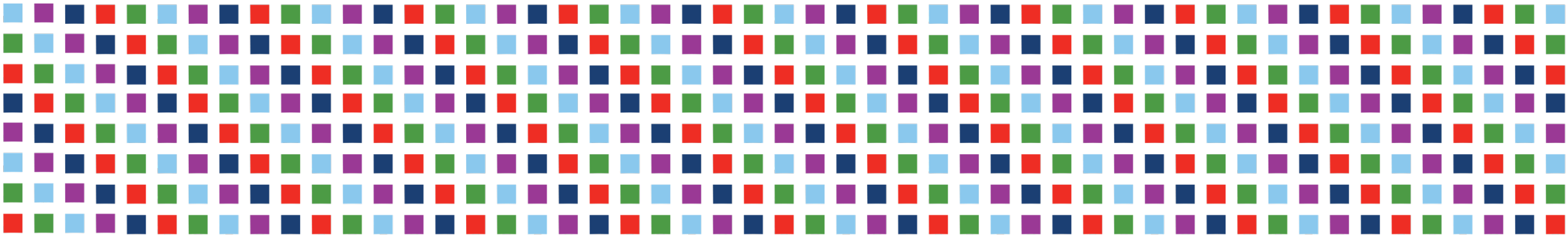
To Apply

Go to www.vca.virginia.gov and click on Grants.
Once you or your organization is registered in Foundant, you will have created an online profile and account. You can log on anytime to apply for funding opportunities, review active grants, view past submissions, request funds, and submit final reports. Simply enter your username and password to sign in.

Click here for **Foundant Tips and FAQs**



Top 9 Things Heard At Advisory Panels



“Yes, but how?”

SHARING NOT JUST THE WHAT, BUT THE HOW

- Include metrics, timelines, processes
- Use strong verbs that describe implementation:
  - Bringing on …
  - Growing …
  - Engaging …
  - Collecting ….
  - Evaluating ….
- Address evaluation tools and how they affect decision making | anecdotal, testimonial, and statistical

“This program is fire!”

TELLING THE STORY

- Be descriptive
- Remove all language that is vague, ambiguous, or non-transparent
- Demonstrate intentionality
- Include a success story

“What are we looking at?”

SELECTING THE RIGHT ARTISTIC EXCELLENCE EXAMPLES

- Art can speak for itself in the best samples
- With video footage content, include descriptors and time marks
- Properly name photographs as identifiers
- Abide by the instructions and do NOT include marketing pieces (produced brochures, flyers, invitations, etc.)
- Lean into organization-specific programming (i.e. for a local theatre, include a review of the community play produced versus a review of a blockbuster film shown)

“If you’re going to say it, describe it.”

“It is vulnerable without documentation.”

PROVIDING ANSWERS IN THE ALLOTTED SPACE

- A lack of details / support narrative or documentation equates to a lack of understanding the organization or program
- Mentioning a challenge (deficit, staff turnover, low box office sales, etc.) is often beneficial, but an explanation on how to address this challenge is important
- Saying a program, such as *professional development* or *arts education*, needs a descriptor – professional development / arts education for who? What intended audience? How many attendees? What programming? How will you evaluate?

“Impact is more than a headcount.”

DEMONSTRATING IMPACT

- Incorporate quantitative and qualitative data
- Provide an impact report link / statement of impact
- Remember that not all populations carry the same profiles | veterans, students, incarcerated, underserved, etc.

“It got a little mushy for me.”

GIVING YOUR APPLICATION STRUCTURE

- Avoid cutting and pasting the same information in multiple places
- Check for typos
- Consider length of staff bios and Board bios
- Give weight to your narrative

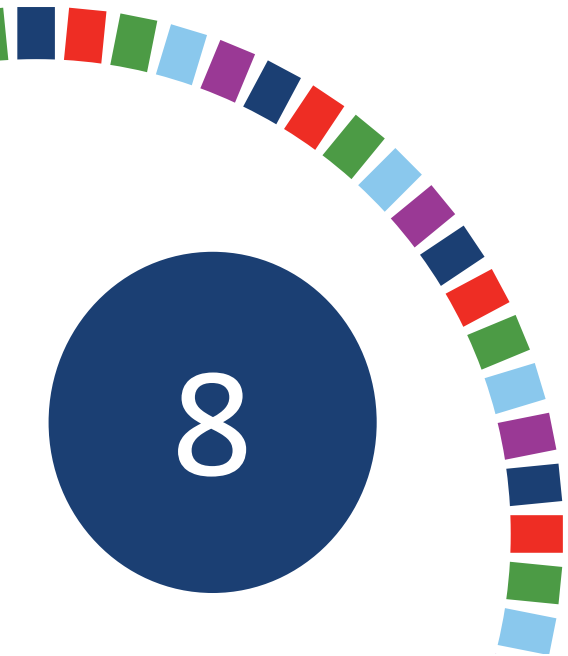
- specificity
- # of … (donors, patrons, students, etc.)
- names of advisors / consultants engaged

“When things aren’t in the budget, it doesn’t feel like the budget is real.”

TELLING YOUR STORY IN THE NUMBERS

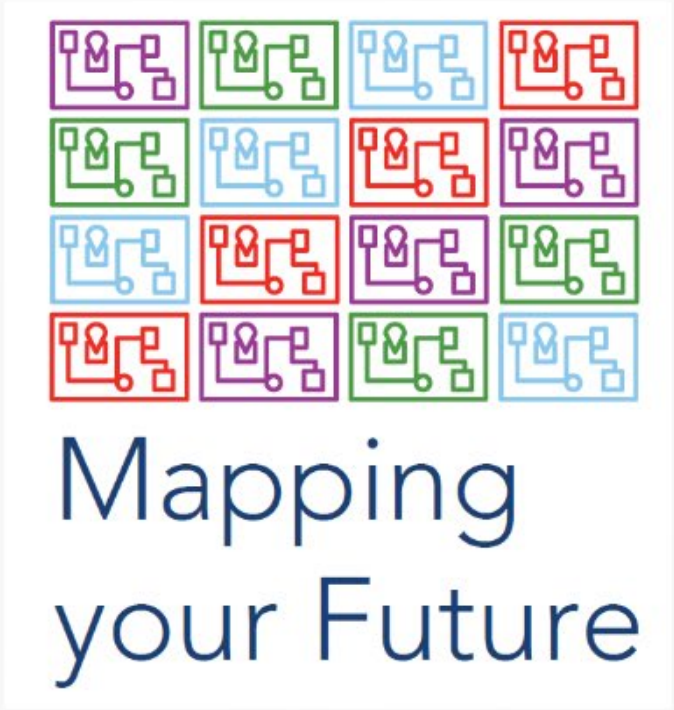
- Ensure the descriptive narrative aligns with the line items of the budget
- Document in-kind gifts and services, which oftentimes demonstrates strong community support
- Include staff time and additional costs
- Run your numbers – miscalculations will not do you any favors

“This is not a strategic plan. It’s a to-do list.”



STRATEGIC PLAN WORKBOOK

Strategic Planning Workbook



The VCA has introduced a Strategic Planning Workbook – a resource designed specifically for small to mid-sized arts organizations embarking on or revising their strategic plans. The Workbook is a visual, action-oriented seven-step guide designed to help staff and boards elevate their own arts organization with strategic planning best practices. The Workbook is accessible through the VCA's Grantee Resources page for easy download and customization in Adobe.

For a how to on this new resource, view the special launch session in which The Spark Mill team provides an overview of the Strategic Planning Workbook's elements and features.

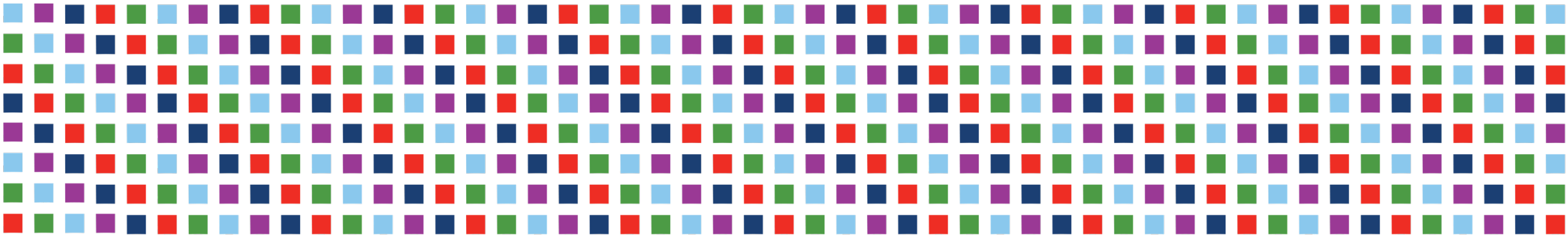
“Why are they telling us the importance of the arts?”

SHARING YOUR RELEVANCY

- Do not spend time on an overview / big picture of “the arts” – the staff and Advisory Panelists are well versed in this arena
- Maximize the space allotted to share *your* unique story
- Focus on the relevancy of *your* organization – relevancy to your region, your audience, your role in the community, etc.

“They do what they do and they do it well.”

CALL TO ACTION



START NOW!

Technical

- Foundant
- UEI
- P&L Statement
- Board List
- Legislators
- Website / VCA logo

Storytelling

- Mission
- Impact
- Audiences reached
- Program descriptions
- Evaluations
- Stewardship of state funding

NOMINATE ADVISORY PANELISTS

Nominations for Advisory Panels

The Commission staff reviews nominations submitted via our nomination form that includes a brief description of the individual's experience in the arts, an address, and a telephone number.

Advisory Panelists Possess

- In-depth knowledge in a field of the arts
- Familiarity and understanding of a wide variety of arts events in their communities
- High level of articulation of thought
- Willingness to offer opinions and work in a committee setting
- Contribute the time necessary to review grant applications and to understand the Commission programs and guidelines
- Ability to attend a one-day Advisory Panel screening session
- Access to a laptop computer for Advisory Panel application review

ADVISORY PANELIST NOMINATION FORM

VIRGINIA COMMISSION FOR THE ARTS

Advisory Panelist Nomination Form

Please use this form to nominate an individual (self-nominations welcome) to serve as an Advisory Panelist on an upcoming Virginia Commission for the Arts Panel. The quality and integrity of the Commission's decision-making depend upon the individual contributions of time, thought, and energy of these volunteers.

Members of Advisory Panels are thought leaders in the arts industry who are passionate about the positive impact of arts on the Commonwealth of Virginia. They can include but are not limited to: individual artists; educators; community leaders; museum curators; theatre directors; board leaders; and arts administrators.

Nominee Name

First Name

Last Name

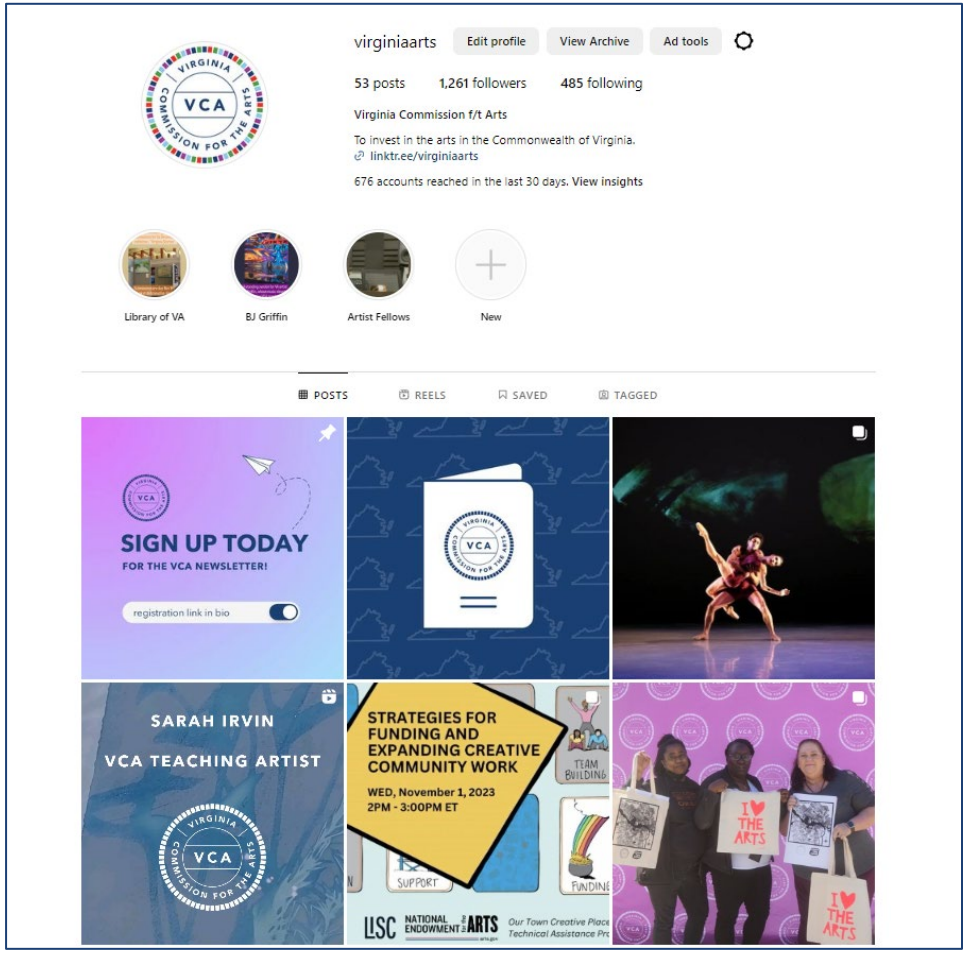
REGISTER FOR THE VCA IMPACT CELEBRATION

Friday, January 19, 2024
Piedmont Virginia Community College
Charlottesville, Virginia

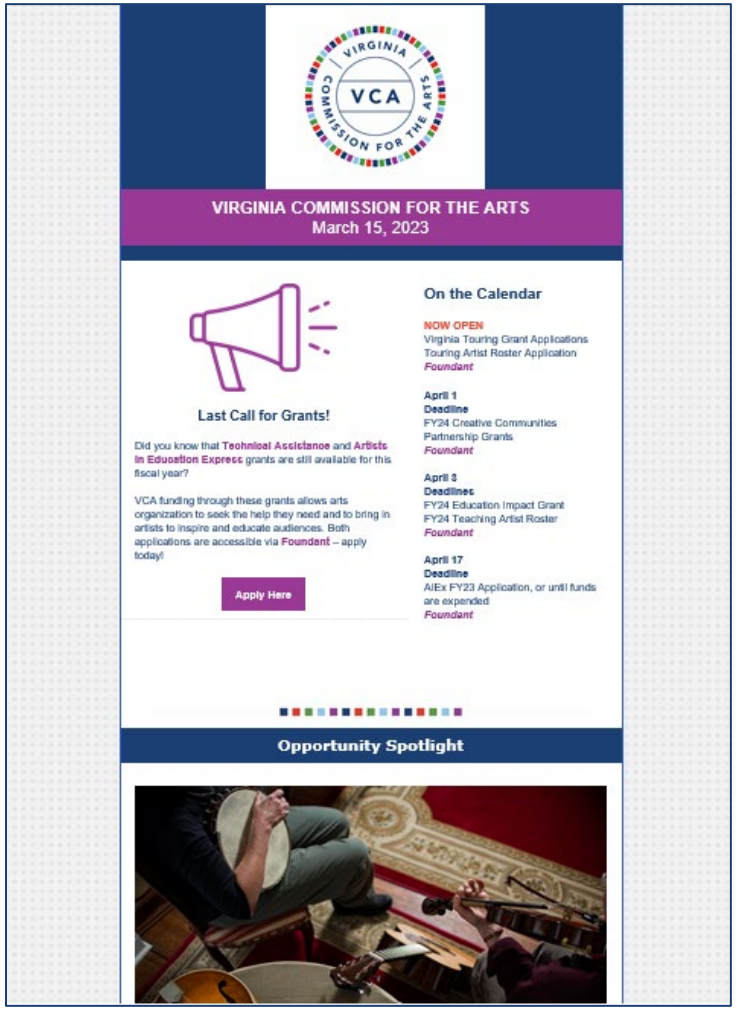
9:00 a.m. – 12:30 p.m.

Link in chat!

CONNECT WITH US



#virginiaarts



Sign Up HERE!

QUESTIONS

Answers to FAQ’s can also be found on our website, HERE

CONTACT US

Questions about VCA Partnership and Impact Grants
Cathy Welborn, Senior Grants Officer
catherine.welborn@vca.virginia.gov

Questions about Artist Engagement Grants
Lorraine Crilley, Artist Engagement Coordinator
lorraine.crilley@vca.virginia.gov

Stay connected with the Virginia Commission for the Arts!

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