

COMMUNITY SUPPORT GRANT

APPLICANT
GUIDEBOOK

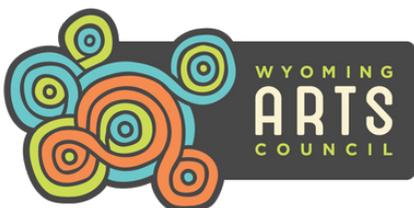


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ABOUT THE WYOMING ARTS COUNCIL

The Wyoming Arts Council was established in 1967 to provide a full spectrum of programs and services to Wyoming’s artists and arts organizations. Beginning July 1, 1999, the Arts Council became part of the new Department of State Parks and Cultural Resources. A ten-member Board is appointed by the Governor to advise in program planning, policy formulation and funding decisions. The Board meets four times a year and considers grants annually.

The Arts Council strives to enhance Wyoming’s quality of life and its cultural and economic strength. It serves, in cooperation with others, as a resource for the public, artists, arts organizations, and arts education by actively fostering and promoting the creation, access, diversity, and excellence in the arts. Each year, funding from the National Endowment for the Arts and the Wyoming Legislature enables the Council to provide financial assistance to more than one hundred nonprofit arts organizations, schools, museums, performing groups, and individual artists throughout Wyoming. These grants provide partial funding for exhibitions, performances, readings, residencies, and other arts projects.

In addition to funding, the Wyoming Arts Council staff provides technical assistance, information, encouragement, and support for arts programming

and networking in Wyoming communities, and sponsors the annual Governor’s Arts Awards during the Legislative session. The Arts Council is a member of several regional and national organizations which also provide services to Wyoming artists and organizations.

The Arts Council maintains a website which is located at www.wyomingartscouncil.org where artists and organizations may apply for grants online, view the Wyoming Arts Council Directory and view various articles and information about the Council and the arts in Wyoming.

Mission: The Wyoming Arts Council provides leadership and invests resources to champion, sustain, and cultivate community through the arts.

Vision: The Wyoming Arts Council envisions a Wyoming where the arts are a driving force in the social, economic, educational, and everyday life of its citizens.



COMMUNITY SUPPORT GRANT

OVERVIEW



This grant is specifically designed for **project and/or operational support for organizations** that provide services to their community through the arts. There is additional supplemental funding for organizations providing **arts learning activities and professional development for staff/board members**. It is a competitive grant, and funded grants receive “formula funding” based on the score of the grants during the panel process and approval by the Wyoming Arts Council Board.



Submitting a grant application is a multi-step process which is described in detail on our website. This process has been carefully developed and is considerate of the needs of applicants and grant review panelists alike. In addition, it complies with the requirements of one of the Arts Council’s federal partners, the National Endowment for the Arts.

All grant files are open to the public for review. Grantees may study successful applications to learn how to increase their own effectiveness as grant writers. Wyoming Arts Council staff is committed to providing the assistance to allow all applicants to compete successfully in the grants process.

WHO CAN APPLY?

This grant is available to 501(c)(3) organizations, school districts, or government entities, (including tribal councils). All applicants are grouped into the same pool for review.

FUNDING AREAS

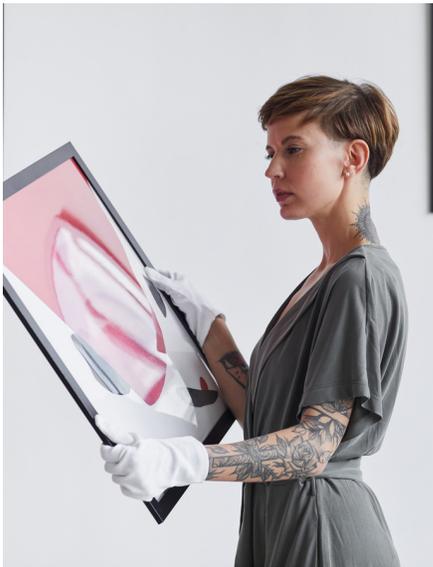
Total requested funding cannot exceed 50% of overall operating expenses.

- Operating and Project Support (up to \$10,000)
- Arts Learning Activities (up to \$5,000)

The arts learning and operating and project support portions of the grant are competitive and are read and scored by a panel.



THE APPLICATION BREAKDOWN



WELCOME

Welcome to the Community Support Grant (CSG) Application Breakdown! In the following pages, we will explore the crucial components within each section of the CSG application. We aim to offer comprehensive guidance on what to include in your responses, accompanied by valuable feedback from our panelists. We hope to empower you with a clear understanding of the information required, ensuring a thorough and informed approach to your CSG application.

- Mission & Goals
- Community Narrative
- Evaluation
- Operation Support Narrative
- Project Support Narrative
- Arts Learning Narrative
- Budget Narrative

APPLICATION BREAKDOWN - MISSION & GOALS

MISSION & GOALS

Mission Statement: The mission statement should be clear and concise. It should articulate the organization's primary purpose in a straightforward manner.

Strategic Goals: Strategic goals serve as specific, measurable, achievable, relevant, and time-bound objectives that guide an organization toward fulfilling its mission and strategic vision. Aligning these goals with the mission and vision ensures they contribute directly to the organization's fundamental purpose.

PANEL FEEDBACK

- This is your opportunity to catch the panelists attention.
- If an applicant is not an arts organization, focus on the goals of your arts initiative, even if they don't apply to the entire organization.
- Be as specific as you can be.
- Mirror the language of the criteria and use the whole word count available to you.

WHAT IF WE DON'T HAVE A FORMAL MISSION STATEMENT?

If there isn't a formal mission statement, provide information about the arts and culture focus of your organization, goals, and community engagement.

INCLUDE

Convey your organization's focus through other means, such as:

- How is your organization contributing to the arts & culture in your community?
- Goals
- Community Engagement

COMMON ELEMENTS OF AN ARTS & CULTURE FOCUS

- Supporting and showcasing various forms of artistic expression: visual arts, performing arts, literature, music, and more.
- Celebrating and preserving cultural heritage and traditions.
- Fostering creativity in community engagement.
- Educational initiatives, workshops, and outreach programs, collaborations, and partnerships.
- Providing support or resources for artists.
- Cultural Advocacy and embracing a wide range of artistic styles, perspectives, and cultural backgrounds.
- Public events and exhibitions.

Community engagement is an initiative to connect with and involve the local community. This could include outreach programs, collaborations with schools, partnerships with other cultural organizations, and events designed to engage and enrich the community through artistic and cultural experiences.



APPLICATION BREAKDOWN - COMMUNITY

The community narrative outlines the targeted community's unique characteristics, challenges, and strengths. The narrative should capture the essence of the local context and offer insight into its history, demographic, and socio-economic factors. The narrative needs to underscore the organization/project's focus on addressing specific community needs while emphasizing the community's active involvement and collaboration in the planning process.

WHAT TO INCLUDE

DEMOGRAPHICS

What does your city/location look like?

- **Demographics** - statistical data relating to the population and particular groups within it.
- Include information about various characteristics like **geographic location, population, age groups, gender, race/ethnicity, education, and income.**

PROGRAMMING

- Who is your programming for, and who participates?
- How do you identify the needs of the community?

INCLUSION

- How does the organization or project reach the community and enhance community involvement?
- How does your organization invite, engage, and/or create alongside non-dominant communities?
- Provide accommodations or resources to ensure inclusivity, accessibility, and comfort for all.

APPLICATION BREAKDOWN - COMMUNITY CONTINUED

INCLUSION

Inclusion is the intentional and thoughtful efforts made to ensure that the projects, events, and initiatives are beneficial to a diverse range of individuals within your community. This may involve designing programs that accommodate various needs, providing materials in multiple languages, considering accessibility for individuals with disabilities, and actively involving underrepresented groups in the planning and decision-making processes.

NON-DOMINANT COMMUNITIES INCLUDE:

- People with disabilities
- Older adults
- Veterans
- Low-income individuals or families
- Language Minorities
- LGBTQIA+ community
- Race/Ethnicity Minorities
- Religious Minorities

WHAT ARE ACCOMMODATIONS?

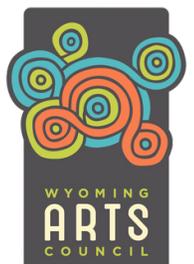
Accommodations are designed to ensure that individuals, regardless of their specific needs or circumstances, can participate fully in various aspects of life.

Accommodations may include:

- Accessible venues
- Visual & Hearing Impairments
- Sensory Sensitivities
- Inclusive programming
- Financial Accessibility
- Workshop & Education Accommodations
- Language Access
- Accessible Information

PANEL FEEDBACK

- Make sure to answer the question fully.
- Discuss your outreach efforts to rural and non-dominant communities. Demonstrate how you actively engage in those communities.
- Where possible, tie in geographical, demographic, and socioeconomic information and compare that to the numbers in the arts community that you serve.
- Use numbers to help describe this information.
- How do you reach out to your local community even when you also serve a national community?



APPLICATION BREAKDOWN - EVALUATION

An effective evaluation narrative demonstrates a thoughtful and systematic approach to assessing the impact and success of the organization/projects, providing transparency and accountability to both funders and the community.

PANEL FEEDBACK

- Inform the panelists about the methods through which you are receiving the feedback.
- Provide both qualitative and quantitative data.
- Show how the results you received influence your future decision making.
- Make connections between sections of the application.
- Think deeply - is the evaluation accessible to everyone?
- What is the impact of your work on the community?

QUALITATIVE DATA

Offers a holistic view of the organization's impact, capturing the emotional, social, and artistic aspects of its work beyond numerical metrics. Analyzing and interpreting this qualitative information can provide valuable insights into the organization's effectiveness and the depth of its contributions to the community and the arts.

EXAMPLES

- Interviews/Testimonials
- Conversations (*include how you recorded this info afterward*)
- Observations (*include how you recorded this info afterward*)
- Surveys with open-ended questions
- Success Stories

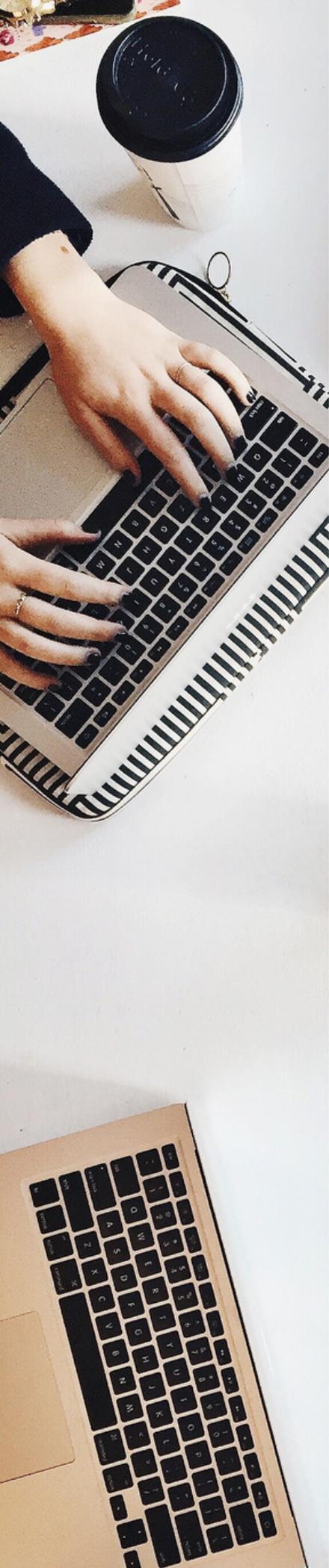
QUANTATIVE DATA

Collecting and analyzing these quantitative metrics can help the organization assess its reach, effectiveness, and financial sustainability while providing valuable insights for strategic planning and reporting to stakeholders.

EXAMPLES

- Attendance Numbers
- Participant Demographics
- Program Evaluation
- Social Media Metrics
- Revenue Generated
- Volunteer Hours
- Membership Numbers
- Sales of tickets or artwork

 **REMEMBER:** Describe the concrete methods and processes for how your organization receives and plans to use feedback!



APPLICATION BREAKDOWN OPERATION SUPPORT NARRATIVE

Operating Support helps organizations sustain and expand their programs and services.

The operation support narrative should describe the organization's essential functions, activities, and financial needs. Detail the key operational areas such as administrative costs, staff salaries, facility maintenance, and any other crucial elements that keep the organization running. It's important to articulate how the requested funding will be specifically utilized to support these operation needs.

Organizations can use CSG to support their general operating expenses, including:

- salaries
- marketing
- rent
- utilities
- insurance
- supplies
- exhibits
- artistic fees

PANEL FEEDBACK

- Clear breakdown of expenses is appreciated. Whether that is annual operating expenses as a whole or estimated project expenses. Also, provide a clear explanation of what the funds are going to be used for.
- Lower scores only focused on the narrative but no explanation of how the funds will be used.





APPLICATION BREAKDOWN PROJECT SUPPORT NARRATIVE

A project narrative should clearly define the who, what, where, when, and why.

CSG can fund arts projects in the following: Artist Communities, Arts Education, Dance, Design, Folk & Traditional Arts, Literary Arts, Local Arts Agencies, Media Arts, Museums, Music, Musical Theater, Opera, Presenting & Multidisciplinary Arts, Theater, and Visual Arts.

- Projects may be small, medium, or large; existing or new; and must take place in Wyoming during the specified timeframe i.e. July 1 - June 30.
- A project may consist of one or more specific events or activities; it may be a new initiative or part of your organization's regular season or activities.
- Organizations that undertake a single short-term program in a year could apply for that event, or they could identify certain components (such as the presentation of a particular artist and the associated activities) as their project.
- Organizations may apply for any or all phases of a project, from its planning through implementation.
- An application may include more than one project.



APPLICATION BREAKDOWN PROJECT SUPPORT NARRATIVE CONT'D...

A project narrative should clearly define the who, what, where, when, and why.

INCLUDE:

- Project objectives and how those objectives align with the organization's overarching goals.
- Describe any artistic elements and activities your project involves.
- Outline the target audience, i.e., who will be participating and who does it serve?
- Include a timeline or any dates and locations.
- Detail any collaborations with artists or community partners.
- Highlight any anticipated outcomes and how they contribute to the broader cultural enrichment of your community.

PANEL FEEDBACK

- If requesting only project support you may want to give a bit of the operation costs just to help give the panelists a sense of how it fits into the project. How will it be feasible?
- For project support requests, discuss the qualifications of the artists you are working with. Being chronological in your outline of the projects to take place makes it easier for panelists to follow along.





APPLICATION BREAKDOWN ARTS LEARNING NARRATIVE

When crafting an arts learning narrative, it's crucial to articulate the program's objectives and detail a curriculum. Clearly articulate the expected outcomes and benefits to the participants.

- Arts education programming should be designed for a **specific arts learning goal, and evaluation methods should be designed to measure those goals.**
- K-12: should include a focus on state or national education standards.
- Outside of K-12: Learning should be the main purpose, not a secondary outcome.

PANEL FEEDBACK

- Make sure to differentiate between arts making vs arts learning.
- Where are you going with it? How does it connect to the community?
- What do your educators bring together as a team?
- What are people expected to learn? Tying in arts learning standards can help with this. If using state standards, panelists found it helpful when applicants would list which standards, why you chose it and what the expected outcome will be.
- If you are not as familiar with arts learning standards, consider phrasing your answer “as they will learn this and they will then be able to do this” (before and after).



APPLICATION BREAKDOWN - BUDGET NARRATIVE

A budget narrative provides a detailed explanation and justification of the financial components outlined in the application. By providing a comprehensive and well-justified budget narrative, you can show the panel that the organization has thoroughly considered the financial aspects of your grant application and that the funds you asked for are essential for its successful implementation. This section should not include numbers.

HOW DO I WRITE A BUDGET NARRATIVE WITHOUT NUMBERS?!

Focus on describing each budgetary component and the overarching rationale for the budget. You might include:

- **Programs & Services:** Outline the expenses of what your operation and project narratives.
- **Personnel & Artists-** Outline the roles and responsibilities of the people involved.
- **Funding Sources** - Describe any key partnerships, in-kind donations, grants, etc.
- **Materials** - Describe the types of materials, supplies, and equipment needed.
- **Production** - Describe the production needs.
- **Marketing** - Describe the avenues you will use to market your organization, program, project, or event.
- **Overall Justification** - Summarize the overall budget justification by aligning each expenditure with project goals and outcomes.

PERSONNEL EXAMPLE

Our project involves a dedicated team of experienced artists, educators, and project managers. Each team member brings unique skills crucial to the success of the project. Compensation for their time is essential to ensure their commitment and expertise contribute significantly to the artistic outcomes. Grant funds will be used to approximately compensate these artists.

PANEL FEEDBACK

- Financial planning of the organization: List the support you currently have and things you aspire to (i.e. partnerships), especially relevant for a newer organization.
- How will the grant money have a ripple effect for the organization?
- Do you give the panelist a strong understanding of how the organization is supported?
- Budget and expense percentages are helpful as a way to break things down.
- How does the budget align with the programs and services?
- Be specific about how other grants you apply for help your organization.
- Put a dollar amount to sweat equity (volunteer efforts) for your in kind contributions.

APPLICATION BREAKDOWN - BUDGET

In the budget, you should provide how much your programs and services cost (expenses), how much grant funding you're requesting, and provide how much in-kind contributions (donations of goods instead of cash) you expect to receive.

MATCH

A grant match refers to the portion of funding that an organization secures from **other sources** to complement the grant amount, demonstrating financial support and commitment to the project or program being funded by the grant.

HOW DO I KNOW HOW MUCH GRANT FUNDING I CAN REQUEST?

Take your expenses, cut them in half, and that's how much grant funding an org can request. Remember, grant funding requests cannot exceed \$10,000 for operation/project support and \$5,000 for arts learning support.

ADDITIONAL INCOME/SOURCES

Organizations will need to find other sources of income for the other half of the match.

EXAMPLES

Ticket sales, memberships, other non-federal grants, donations, fundraising, sponsorships, partnerships, etc.

*In-kind contributions do not count towards your match.

OTHER INFO

Additional details regarding the budget and 1:1 match.

- There is a 50% match Operating/ Project Support.
- There is a 50% match for Arts Learning Support.
- The budget is only specific to what an organization is requesting within the grant application.

IN-KIND CONTRIBUTIONS

In-kind donation refers to a non-monetary contribution made to an organization or cause in the form of goods, services, or expertise rather than cash.

EXAMPLES

Physical goods like food, clothing, furniture, supplies, or equipment, as well as services such as professional expertise, consulting, or volunteer hours.

[*View Value of Volunteer Time Article](#)

GRANT WRITING TIPS



COMMON MISTAKES

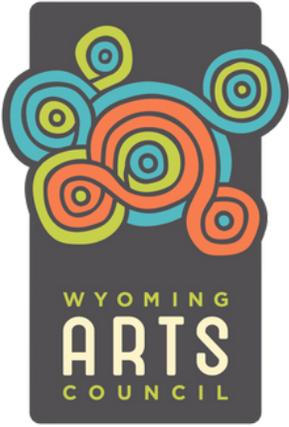
- Completeness! Make sure everything is filled out.
- Not answering the prompts to the fullest extent.
- Starting Date: The project start date cannot be before July 1st of the upcoming fiscal year. Make sure to review the [Grant Guidelines](#) and criteria to make sure to address criteria properly.
- Lack of specifics – artists, dates, times, etc.
- Lack of artist qualifications or background in narratives.
- Operation/Project narrative not reconciling with budget items.



HELPFUL REMINDERS

- Write clearly: Use simple direct language, and be specific.
- Provide as much detail as you can and use the full word count.
 - The who, what, where, when, and why.
 - Start dates, artists involved & their qualifications, etc.
- Double-check that the questions asked are being answered fully.
- Include how the grant will be paying for arts-related expenses.
- How this grant will make the project grow, be more accessible, etc.
- Follow the grant guidelines and eligibility requirements. Be mindful of the funding limitations that are in place for Federal awards.
- The best grant applications are for projects that are planned well with clear timelines, objectives, and outcomes.





RESOURCES

Below is a list of resources for you to reference if you need guidance. Please feel free to reach out to Arts Council staff if you have any questions or concerns!

Community Support Grant

- [Community Support Grant Overview](#)
- [Eligibility & Funding Requirements](#)
- [Grant Guidelines](#)
- [ADA Compliance for Grantees](#)

Support & Webinars

- [Eligibility Criteria & Application How-Tos](#)
- [Project Eligibility & Application Content](#)
- [FY24 Panelist Comments](#)

Questions & General Contact Information

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