

Artwork by  
Jaime  
Sanchez



# SUPPORT GRANTS ORIENTATION

General operating support  
for arts organizations  
September 17, 2024



# Land acknowledgement

The land on which we gather is the unceded territory of the Awaswas-speaking Uypi Tribe. The [Amah Mutsun Tribal Band](#), comprised of the descendants of indigenous people taken to missions Santa Cruz and San Juan Bautista during Spanish colonization of the Central Coast, is today working hard to restore traditional stewardship practices on these lands and heal from historical trauma.



# Today we will cover:

1. Arts Council Grants Program Overview
2. Types of grants
3. Changes since last cycle
4. Grants Timeline
5. Support grant guidelines
6. How to apply
7. Q&A

# ARTS COUNCIL GRANTS PROGRAM OVERVIEW





# Mission & Vision

We nurture and invest in artists, culture, and the arts throughout Santa Cruz County.

We envision a Santa Cruz County where all artists have access to the resources they need to thrive; where a full range of creative expression is accessible to everyone; and the arts are recognized for their essential contributions to a healthy, vibrant, and representative community.



# Our Commitment to Equity

We seek to deliberately and continuously address systemic barriers to opportunity and are committed to promoting equity and inclusion for all Santa Cruz County residents.

Learn More: [artscouncilsc.org/about/equity](https://artscouncilsc.org/about/equity)



# Equity in Action

## Recent equity shifts:

- Majority BIPOC board & Grants Committee
- Create & Develop grants accessible in Spanish
- Increasing diversity of grantees
  - Over 10% increase in funds going both to BIPOC applicants and to Watsonville applicants since 2021.



# Grants Program Objectives

We provide funding for artists and arts organizations in Santa Cruz County to:

- Support the creation and presentation of **artistically excellent** work
- Increase the **success and sustainability** of artists and arts organizations
- Engage **new audiences** in the arts
- Expand **equitable access** to the arts
- Increase **social impact** through the arts



# Funding sources for grantmaking



# SUPPORT GRANTS: RECENT CHANGES



# Support Grants: Recent Changes

Only a few small changes have been made since last year:

- The review criteria has changed slightly since last year.
- The application has been reorganized and some questions have been reworded.
- The final report for 2024 grantees is still part of the application, but it has been shortened.



# TYPES OF GRANTS





# Types of Grants

## Support grants:

- General operating support (unrestricted) grants of \$3,000 to \$7,000
- Open to nonprofit or fiscally-sponsored arts organizations only



# Types of Grants

## Create grants:

- Funding for arts and/or cultural projects open to the public in Santa Cruz County, up to \$3,000
- open to individuals and organizations



# Types of Grants

## Develop grants:

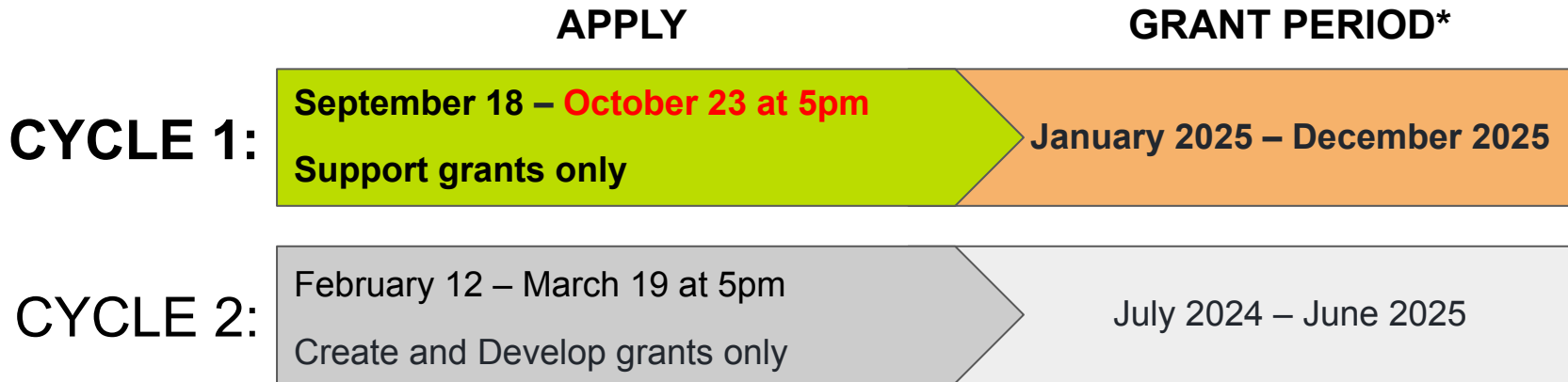
- Funding for professional development (activities that improve artistic skills or expand business/professional capacity), up to \$1,500
- open to individuals and arts organizations



# GRANTS TIMELINE



# When to Apply



\*Grant period = when all grant funds must be used

# Key Dates

- Tuesdays 2-3pm: Drop-in office hours on Zoom
  - 9/24, 10/1, 10/8, 10/15, 10/22
- Thursdays Oct 3 & 10, 1-2:30pm: Hybrid workshops from Arte del Corazón
- **Oct 23 at 5pm: Application deadline**
- Jan 10: Decision emails sent
- By Jan 31: Grant payments sent
- Jan - Dec 2025: Grant Period



# SUPPORT GRANT GUIDELINES



# Eligibility: Who can apply

Applicant must:

- Be a 501(c)(3) nonprofit organization or have a fiscal sponsor that is a 501(c)(3) nonprofit organization;
- Have as its primary mission the development and delivery of arts and/or cultural programming to the public;
- Be based in and produce the majority of its work in Santa Cruz County;
- Have a board-approved non-discrimination policy;
- Have completed required reports for previous Arts Council grants (the Support grant final report is now completed as part of the application);
- Submit only one application for one Arts Council grant per cycle.



# Eligibility (continued)

Support Grants Do Not Fund:

- Capital improvements, construction, or renovation projects.
- Government departments, boards, or programs.
- Foundations that do not produce arts programming.
- Social services, political or religious advocacy, or for-profit organizations.
- School programs (the Arts Council funds school programs through our Arts Ed program).
- Culinary arts or healing arts organizations.
- Universities and colleges, unless they are providing fiscal sponsorship for one arts program only.

# Awards

- This Support grant cycle will be competitive, with an estimated 65-75% of applications funded.
- Grants of \$3,000-\$7,000 will be awarded to arts organizations of all budget sizes.
- The top-scoring arts organizations will also be considered for two-year or three-year grant awards.



# Review Process

Proposals are reviewed and scored by the Grants Program Manager and members of the Grants Committee, composed of majority BIPOC community volunteers with diverse arts backgrounds. The Grants Committee considers the scores and comments and makes funding recommendations to the Arts Council Board of Directors for approval.



# Review Criteria

- Artistic Excellence & Relevance
- Strategy & Sustainability
- Equity & Accessibility



## Review Criteria: Artistic Excellence & Relevance (50 of 150 points)

- Is a clear description of artistic excellence provided?
- Does the organization's programming align with their view of artistic excellence?
- Does the applicant demonstrate a strong understanding of the audience and/ or participants they engage? (in terms of geography, age, race/ethnicity, etc.)
- Does the applicant clearly explain how their programming and engagement strategies are relevant and responsive to their community? This could include strategies used to engage their community, to incorporate community input into programming, and/or to respond to feedback.\*
- Do support materials (work samples, supporting documents) align with the responses to the Artistic Excellence and Relevance & Responsiveness prompts?



## Review Criteria: Strategy & Sustainability (50 of 150 points)

- Does the organization have clear and appropriate long-term goals/strategy in place?\*
- Is the organization actively making progress on their long-term goals/strategy?\*
- Does the applicant demonstrate awareness of the organization's strengths?
- Does the applicant identify the organization's biggest risks/challenges, as well as appropriate strategies to address them?
- Do budget and financial documents demonstrate sound financial management? (This financial question is scored by Arts Council staff only\*).



## Review Criteria: Equity & Accessibility (50 of 150 points)

- Do staff, board, and artists include diverse representation from underrepresented communities?<sup>1</sup>
- Has the organization taken steps to reduce barriers to access and/or increase representation in the past? This could be for the organization's audience, participants, artists, and/or collaborators.\*
- Is at least one future goal related to equity & accessibility clearly articulated, with a plan in place for the coming year to make progress on the goal?\*
- Does the applicant specify which underrepresented communities will have improved access to the organization's programming through those strategies?<sup>1</sup>
- Is the organization's commitment to equity and accessibility evident in the support materials (work samples, supporting documents)?

<sup>1</sup>Examples of underrepresented communities could include but are not limited to: people of color, LGBTQIA+, those with disabilities or neurodiversity, low socio-economic classes, residents of different geographic locations, unhoused community members, immigrants, etc.



## Supporting under-resourced neighborhoods

In addition to the review criteria, further consideration will be given to: organizations whose programming primarily takes place in neighborhoods most disproportionately impacted by inequities as indicated by the California Healthy Places Index (HPI). HPI is determined by mapping 23 key drivers of health outcomes — like education, job opportunities, and clean air and water.

[Click here for more information on HPI.](#)



# HOW TO APPLY

# How to Apply

- All applications must be submitted online in the grants portal.
- Download and review the guidelines carefully (from the Support grants webpage) before beginning your application.
- You can also download the list of application questions as a Microsoft Word doc to use as a reference.

Grants Portal ⇨ [bit.ly/artsCouncilsc-grants](https://bit.ly/artsCouncilsc-grants)

Grants website ⇨ [artsCouncilsc.org/grants](https://artsCouncilsc.org/grants)

Home > Opportunities & Resources > **Apply for a Grant**

# APPLY FOR A GRANT



Apply online

Grants Portal

Feedback

[artscouncilsc.org/grants](https://artscouncilsc.org/grants) → [Support Grants webpage](#)

# Online Grants Portal

Select Language ▼



## Logon

Email Address\*

tamara@artscouncilsc.org

Password\*

.....

Log On

Create New Account

[Forgot your Password?](#)

### *(Información en español a continuación)*

Welcome to Arts Council Santa Cruz County's online grants portal! You must have an account in this online grants portal in order to submit an application for an Arts Council grant.

Visit [artscouncilsc.org/grants](https://artscouncilsc.org/grants) to learn more about grant opportunities and to sign up for our Grants Newsletter (scroll to the bottom of the page to sign up).

### **Before Creating a New Account:**

- **Individuals:** If you think you created an account already, do not create a new account. Please contact our team at [grantsprogram@artscouncilsc.org](mailto:grantsprogram@artscouncilsc.org). We can double-check for you, and help you update contact information.
- **Organizations/Schools:** If someone else at your organization or school has an account, do not create a new account. Please contact our team at [grantsprogram@artscouncilsc.org](mailto:grantsprogram@artscouncilsc.org) and we can add you as a new user to the existing organization's account.

**Existing Users:** Log in to start the application process or to complete a final report. If you forgot your password, please use the "Forgot your



# Drop-in Office Hours

Office hours are informal times when you can get grant application support from Grants Program Manager Tamara Liu. You can drop in during any of the scheduled times, and since there isn't a presentation, you don't have to be there at the beginning or stay til the end.

- Tuesdays 2-3pm: Drop-in office hours on Zoom
  - 9/24, 10/1, 10/8, 10/15, 10/22
  - [Click here to join the Zoom meeting](#) (Meeting ID: 81346267392 / Passcode: 10wJAcfv)
- Can't attend at this time, or want to request an in-person meeting? [Click here to book a time](#) or email [grantsprogram@artscouncilsc.org](mailto:grantsprogram@artscouncilsc.org).



# Arte del Corazón workshops

Our Watsonville Grants Ambassadors at Arte del Corazón are offering workshops to take a deeper dive on a couple topics!

Location: Each workshop will be hybrid (in-person and virtual). The in-person workshop will take place at Arte del Corazón's studio and cowork space, 80 Airport Blvd # 206, Freedom, CA 95019. The workshop can be joined virtually via Zoom via the links below.

- Thursday, October 3, 1-2:30pm: Equity and Accessibility
  - [Click here to join the Oct 3 Zoom meeting](#)
- Thursday, October 10, 1-2:30pm: Planning for the Future - Setting and Managing Goals
  - [Click here to join the Oct 10 Zoom meeting](#)



# Other Tips


- Start now! Log into the grants portal.
- Read the guidelines.
- Collect supporting materials (financial statements, work samples, etc) and upload them well ahead of the deadline in case of technical issues.
- Go through the review criteria again.
- Aim for concise, clear written responses.
- Submit your application well ahead of the deadline; late applications are not accepted for any reason.
- Check out the FAQ on our [Apply for a Grant webpage](#) (scroll down).
  - Equity & Accessibility example responses and other resources, guidance for selecting work samples, etc.

White Hawk Indian Council for Children's Xilonens with their Director of Danza and Vanessa Quiroz-Carter, City of Watsonville Mayor.





**Tamara Liu**  
**Grants Program Manager**

**Phone 1.831.475.9600x16 or  Text 1.831.226.1174**  
**[tamara@artscouncilsc.org](mailto:tamara@artscouncilsc.org)**

**THANK YOU**