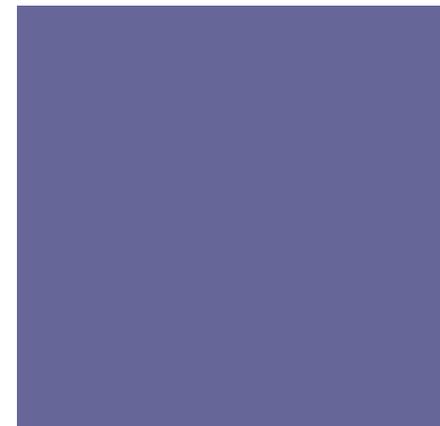




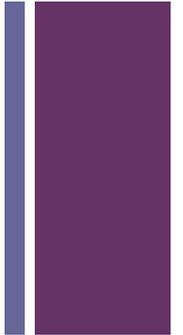
Erin Cooper
Executive Director
Irish Fair of Minnesota



Expanding Your Funding Options With Grants

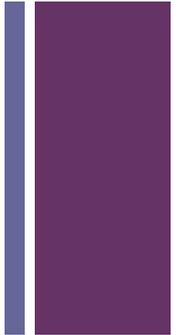


Why Festivals Matter (and deserve Grant Support!)



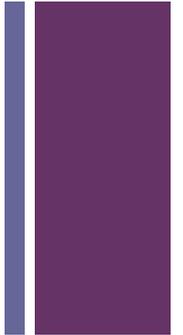
- Festivals are a unique way to build and strengthen community, foster cultural exchange, promote understanding and communication, and encourage economic development and tourism. They add a rich and vibrant texture to communities, they provide access to arts, heritage, and educational programs and engage wide and varied audiences.

+ Types of Grants



- Program/Project Grants support specific activities with defined objectives and timelines.
- Operating Support Grants support the general operations of an organization.
- Capital Grants are given to purchase, upgrade or build physical assets to benefit an organization over a number of years.
- Management or Technical Assistance Grants are given to build organizational capacity.

+ Before you Begin



Develop your Organization's program plan:

- Have a clear and thought out mission statement
- Understand the community need you are meeting
- Gauge your ability to meet that need
- Assess the presence of others meeting the same need
- Assess the costs and benefits of your festival

Only then are you are ready to search for partners that share a passion for your mission

+ Tell a compelling story

- Organize your information:
 - Organization History, Mission and Goals
 - Strengths and Accomplishments
 - Relationships with other Community Organizations
 - Relationships with Artists and Leaders
- Describe how you meet a Community need
- How will you/do you measure your success?
- What changes will you make based on those measurements?



+ Who will tell your story?

- Grant seeking takes time, time, and more time
- Is there someone in your organization with the capacity and the passion to tell your story? If not, then who?
- Do you have support? Gathering financial information and creating tools to measure success with data can be challenging
- Be selective. Make sure your festival aligns with the stated goals of the funder. Reach out to them before applying
- Remember that receiving a grant is only the beginning. You will need to track your use of the funds and prepare detailed reports that may take even more time than the application!
- Consider professional help, but be judicious





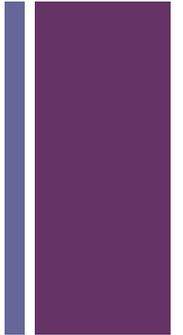
Create and Maintain a Calendar



- Everyone has visibility to upcoming deadlines.
- Task owners receive reminders when items are coming due.
- Everyone on the team can see their upcoming deadlines and easily access grant documents.
- You have a process to continually add new opportunities to your calendar.
- Recurring funding opportunities are always reflected in your future plan.
- A calendar facilitates the communication of your grant plan, progress, and results.



Federal Grants for Festivals



- **Federal Grants:** www.grants.gov has a keyword searchable database for federal grants. The site also presents good info on the basics of grants, searching, applying, timelines, and newsletters to keep up on changing information. Also tells you if your type of organization is eligible to apply.
- **National Endowment for the Arts:** www.arts.gov

Arts Works: To support artistically excellent projects that celebrate our creativity and cultural heritage, invite mutual respect for differing beliefs and values, and enrich humanity. Matching grants generally range from \$10,000 - \$100,000. Equal match required (Next deadline June.)

Challenge America: These grants support projects that extend the reach of the arts to underserved populations. Matching grants are for \$10,000. A minimum cost share/match equal to the grant amount is required. Total project costs must be at least \$20,000 or greater. (Next deadline April)

Our Town: The National Endowment for the Arts' creative placemaking grants program. These grants support projects that integrate arts, culture, and design activities into efforts that strengthen communities by advancing local economic, physical, and/or social outcomes. (New guidelines coming out in May)

VIEW GRANT OPPORTUNITY



2019NEA01CA
NEA Challenge America, FY2020
National Endowment for the Arts

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SYNOPSIS | VERSION HISTORY | RELATED DOCUMENTS | PACKAGE

[Print Synopsis Details](#)

General Information

Document Type: Grants Notice	Version: Synopsis 1
Funding Opportunity Number: 2019NEA01CA	Posted Date: Dec 11, 2018
Funding Opportunity Title: NEA Challenge America, FY2020	Last Updated Date: Dec 11, 2018
Opportunity Category: Discretionary	Original Closing Date for Applications: Apr 11, 2019
Opportunity Category Explanation:	Current Closing Date for Applications: Apr 11, 2019
Funding Instrument Type: Grant	Archive Date:
Category of Funding Activity: Arts (see "Cultural Affairs" in CFDA)	Estimated Total Program Funding:
Category Explanation:	Award Ceiling: \$10,000
Expected Number of Awards:	Award Floor: \$10,000
CFDA Number(s): 45.024 -- Promotion of the Arts Grants to Organizations and Individuals	
Cost Sharing or Matching Requirement: Yes	

Eligibility

Eligible Applicants: Public and State controlled institutions of higher education
Nonprofits having a 501(c)(3) status with the IRS, other than institutions of higher education
Independent school districts
City or township governments
Native American tribal governments (Federally recognized)
County governments
Private institutions of higher education
State governments
Special district governments

Additional Information on Eligibility:



State of Minnesota & Regional Grants



- Minnesota Council of Nonprofits <http://www.minnesotanonprofits.org/>
- Not a grant making organization, but an excellent place to start your research. They provide resources for grant seekers in Minnesota and for nonprofit best practices, tips, and strategies.
- Trainings and Information on Top National Grantors to Minnesota, Minnesota's Top Grant Making Foundations (Community, Corporate, Family and Other Foundations) Small Family Foundations, Beginner and Advanced Grant Writing Clinics, Designing Program Evaluation, and more throughout the year.
- Booklet, *The 2019 Minnesota Grants Directory*, available from their website.
- Maintain a FREE database for Arts Funding at Access Philanthropy: <http://funders.accessphilanthropy.com/clients/mrac/index.php>
- Other types of funding databases available for a yearly subscription.



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Key

S = small size

G = severe geographic limitation

F = narrow focus

P = accepts only pre-selected applications

> MRAC

Funder list report

Arts & Culture Funders Database -- Minnesota Metro Area -- Community

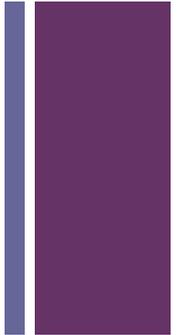
View application deadline information for the funders in the list

73 Results

FOUNDATION NAME	CITY,STATE	TOTAL GIVING	LIMITATIONS
3MGives (aka 3M Foundation)	St. Paul, MN	\$17,274,144	P
ACM Lifting Lives (aka Academy of Country Music Charitable Foundation)	Encino, CA	\$230,000	F
AHS Foundation	Minneapolis, MN	\$465,175	S
American Express Company Contributions Program	New York, NY	\$39,000,000	
Ameriprise Financial Community Relations Program	Minneapolis, MN	\$13,000,000	
Andersen Corporate Foundation	Bayport, MN	\$2,101,300	
Andersen Foundation, Elmer L. & Eleanor J.	St. Paul, MN	\$172,200	S G
Andersen Foundation, Fred C. and Katherine B.	Bayport, MN	\$18,327,032	
Andersen Foundation, Hugh J.	Bayport, MN	\$3,568,800	
Andreas Foundation, L. & N. (formerly Cayman Conand Foundation)	Mankato, MN	\$2,603,400	P G
Aon Foundation	Chicago, IL	\$5,383,403	P
Aroha Philanthropies (fka Michelson Foundation)	Minneapolis, MN	\$3,188,731	P G
ArtPlace	Brooklyn, NY		F
Arts & Humanities Foundation (defunct?)	Minnetonka, MN		P S F
Arts Midwest Inc.	Minneapolis, MN	\$2,402,557	F



State of Minnesota & Regional Grants



- Minnesota State Arts Board Festival Support Grant

<http://www.arts.state.mn.us/>

<http://www.arts.state.mn.us/pubs/pubs/fy2020-mfs-overview-instructions.pdf>

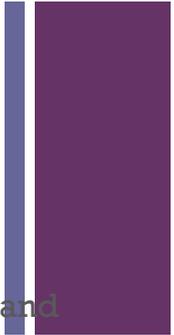
Grants from \$5,000-\$50,000, up to 75% of program costs.

For Arts festivals that have a primary focus on the arts; • present at least five (5) arts activities by five (5) different Minnesota artists or arts groups; • have several different, yet related, arts activities happening simultaneously; and • last at least six (6) hours on a single day.

The arts component of a broader, community festival must: • have a significant focus on the arts; • have a separate or distinct budget for the arts component of the festival; • present at least three (3) arts activities by three (3) different Minnesota artists or arts groups; • have several different, yet related, arts activities which happen either simultaneously or consecutively; and • last at least four (4) hours on a single day.



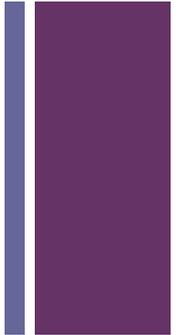
State of Minnesota & Regional Grants



- Minnesota State Arts Board <http://www.arts.state.mn.us/>
- [Arts Learning](#)—Project grants to provide opportunities for lifelong learners to acquire knowledge and understanding of and skills in the arts.
- [Arts Tour Minnesota](#)—Project grants to support touring performances, exhibitions, and other related arts activities throughout the state.
- [Community Arts Education Support](#)—This program provides operating support to build and strengthen the capacity of exceptional arts education organizations, or of arts education programs of public or nonprofit organizations that have a sustained commitment to providing ongoing, rigorous arts education opportunities in community settings.
- [Cultural Community Partnership](#)—Project grants, to enhance the careers of individual artists of color. Artists, at any stage in their career, can apply for a grant to help support a collaborative project.
- [Folk and Traditional Arts](#)—Project grants to support the artistic traditions and customs practiced within community and/or cultural groups by identifying, documenting, preserving, presenting, and honoring Minnesota's folk arts and traditions.
- [Operating Support](#)—This program provides general operating support to high quality, established arts organizations that produce, present, or exhibit works of art; to organizations that provide a broad range of services to artists; and to community arts schools and conservatories that make arts learning available to Minnesotans of all ages and abilities.
- [Partners in Arts Participation](#)—Project grants to human service organizations to enable people of all abilities, economic backgrounds, cultural heritages, and geographic areas to participate in the arts.



State of Minnesota & Regional Grants Cont'd

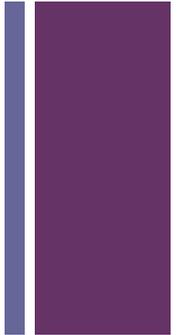


- Regional Arts Councils <http://www.arts.state.mn.us/racs/index.htm>
- Metropolitan Regional Arts Council <https://mrac.org/>

Funding for:

- Federally tax-exempt nonprofit, non-arts organizations and community education units with annual arts programming expenses of less than \$400,000 located in the seven-county metro area.
- Informal and/or unincorporated arts-focused groups and one-time arts projects located in the seven-county metro area with expenses of less than \$400,000.
- Informal and/or unincorporated groups must apply using a federally tax-exempt 501(c)(3) nonprofit fiscal sponsor located in Minnesota, with the sponsorship agreement formalized on or prior to the deadline. The applicant group must have a board of directors or advisory committee that provides input on the project and oversight of the grant funds.

+ Foundations



- Anderson Corporate Foundation
<https://www.andersencorporation.com/sustainability/community/andersen-corporate-foundation/>
- Securian Foundation <https://www.securian.com/about-us/community-commitment/applying-for-funding.html>
- Travelers Foundation <https://www.travelers.com/about-travelers/community/apply-for-funding>
- US Bank Foundation
<https://www.usbank.com/community/community-possible-grant-program.aspx>