



**Jackson County Cultural Coalition
of the Oregon Cultural Trust**

Arts • Heritage • Humanities

Jackson County Cultural Coalition Grants 101 - PowerPoint



WORKSHOP LEARNING OBJECTIVES

- What is fundable through the Jackson County Cultural Coalition (JCCC) & the Oregon Cultural Trust (OCT).
Overview of JCCC annual grant application.
- Learn some of the basics of writing a grant, including what helps a grant stand out.
- Get information about additional funding opportunities.
- Receive 1-on-1 assistance (if interested).

A Sample of JCCC Funded Projects in 2021

\$500 – Genealogical speaker fees for online education

\$1,250 – Help create a new organizational website

\$1,500 – Stage outdoor theatre

\$2,030 – Develop self-guided historical tours

\$2,750 – Offer cultural & educational youth opportunities

\$3,000 – Purchase culturally relevant kid books

\$3,000 – Develop an original choral work

Typically Fundable Costs?

Project Development and/or Implementation

- Personnel for project
- Consultant(s)
- Materials
- Postage, outreach, travel, other miscellaneous expenses

Equipment Costs

Performances or special events

- Rental fees
- Performer fees
- Food
- Marketing and advertising
- Travel
- Prizes
- Etc.

Preservation expenses

COMING UP WITH YOUR PRIORITIES

1. Assess your organization's top needs for the year and determine which may be solved through grants.
2. Get others involved in this process. e.g. board, staff, community members.
3. Brainstorm 1 to 3 solutions for each need, consider the pros and cons to help select preferred solutions.

4. Match each project with 1 or more appropriate funder(s). Contact the funder(s), if possible, to get a reality check.
5. Secure your board's support prior to applying.

Now you are ready to start developing your proposal!

Basic Elements of Most Grant Proposals

1. Organization's purpose/mission, staffing, major accomplishments.
2. Given the pandemic, you may be asked to explain how your organization has pivoted to serve the community.
3. Project Description Summary (matches funder's priorities).
4. Need – Discuss how determined & how proposed solution(s) addresses the problem (data, other evidence).

NEED

Write a clear, concise need(s) statement:

Support it with:

- Anecdotal evidence
- Statistical analysis (ideally tie to local info)
- Studies and/or journal articles

Show urgency of the problem...

- Answers “So What? What if we do nothing? What will happen?”

4. Goal(s) and Measurable Objectives – expected results by what date?

a. One major goal or end result:

“Awareness of the organization will grow in the community.”

b. Create 3 to 5 objectives or measurable outcomes to support the goal (SMART).

- **S**pecific
- **M**easurable
- **A**chievable in a specific timeframe
- **R**ealistic
- **T**angible

Example: “Increase the number of museum visitors by 10% by June 30, (year).”

Note: Each objective includes ... who, what, how much and when.

5. Planned activities and timeline for achieving the objectives.
 - a. Develop a new brochure and enhance organizational website by March (year).
 - b. Create a social media presence by April (year).
 - c. Organize 1-2 special events to attract visitors to the museum in August and October (year).

6. Project Budget for achieving your grant activities or program
(explains how you plan to spend the funder's award)

Budget:

- Projected Revenues = Projected Expenses
 - Operating Costs (aka Direct Costs)
 - Overhead (aka Indirect Costs, seek business office help)
- = Total Project Costs

In-kind: Organization's non-cash contributions (reflect in revenues & expenses).

Budget Narrative: Breakdown of each cost item in narrative and numerical form.

Sample Budget and Budget Narrative

Revenues	Amount	JCCC Amount	Notes
Jackson County Cultural Coalition	\$1,000	\$1,000	Grant
In-kind Revenue			
Partner Organization	<u>\$ 250</u>	_____	Rental space
Total Revenues	\$1,250	\$1,000	
 Expenses			
Guest Performers	\$1,000	\$1,000	Guitarist & dancer
In-Kind Expenses			
Facility rental	<u>\$ 250</u>	_____	Partner donation
Total Expenses	\$1,250	\$1,000	

7. Names and qualifications of key staff to implement the project.
8. Project evaluation methods & outcomes (show success, key accomplishments). MORE here
9. Project sustainability plan.
10. Attachments, e.g. Board List, Balance Sheet, IRS determination letter, Letters of Support (whatever is required).
11. See Handout on Balance Sheet attached.

CHECK & RE-CHECK

OREGON FOUNDATIONS, 2020

Per CD Publishing, 2020 (most current):

- \$352,621,696 in grant awards
- 11, 920 grants approved
- Arts, Culture, Humanities ranked #3 - \$23,883,088 (7%)
1623 grants (14%)
Average grant \$14,715

See List of Regional Funders at JCCC Website

WRITING TIPS

- **Resist Chasing \$\$** - Find a funder to match your idea, not an idea to match a funder. Be true to your organizational mission!
- **Consult with Foundation Staff** - After you familiarize yourself with the foundation's application guidelines & priorities, discuss your project with foundation staff for a reality check.
- **Create an Online Submission Account** and understand the system – start early!
- **Avoid acronyms** – Never assume they know what you mean.

- **Use Funder Specific Writing** – While each proposal is unique, you can recycle content. Tailor “boiler plate” content to the funder’s interests. Show that you have reviewed their guidelines and priorities.
- **Be Concise** – Your reader will thank you.
- **Show Accountability** – Include measurements (benchmarks, indicators, outputs) to determine project outcomes (results).
- **Make a realistic ask** – Do your homework on this.

- **Tell the same story in the Project Narrative and Budget** – Ensure the budget supports project narrative activities; financial budget and budget narrative are consistent; mix of sources.
- **Ensure Sustainability** – Many foundations will think twice before funding a project with no plan for support when they funds are gone.
- **Gather Community Support** – Some projects benefit from having one or more community partners. Letters of support help show impact.

- **Proofread & Package Grant** – Review the grant numerous times, bundle sections per funder directions (e.g. cover letter, narrative, budget, attachments, letters, etc.).
- **Use Readers Before Submitting** – Share your draft with others outside your discipline for feedback. They will tell you if your plans sound clear and/or if the grant misses anything.

Exercise: Critique Sample

Jackson County Cultural Coalition



Contact us:

jacksoncountyculturalcoalition.org

info@jacksoncountyculturalcoalition.org

P.O. Box 8586, Medford, OR 97501

JCCC makes grants that support and promote:

Participation in and access to cultural activities, the arts, heritage and humanities, for all residents of Jackson County; and/or

Cultural and educational opportunities, especially for youth, in Jackson County.

2020 Application Deadline: 5 p.m. on Tuesday, September 3, 2019

Oregon Cultural Trust



Contact:

Culturaltrust.org

Cultural.trust@Oregon.gov 503-986-0088

775 Summer Street NE, Suite 200, Salem, OR 97301

Four grant categories are:

- **Access:** Make culture broadly available to Oregonians.
- **Preservation:** Invest in Oregon's cultural heritage by recovering, preserving and sharing historic assets and achievements.
- **Creativity:** Create and/or present cultural or scholarly work; Support the development of artists, cultural experts, or scholars who promote culture as a core part of vibrant communities.
- **Capacity:** Strengthen cultural organizations to increase stability, improve sustainability, or measure/share cultural impacts.
- **Deadlines:** please check website.

Go to the OCT Website to See:
Cultural.trust@Oregon.gov

*How the Oregon Cultural Trust works.

*How the OCT tax credit works.

*How to donate to OCT.

**Contact info@jacksoncountyculturalcoalition.org Not
Later than 3 Weeks Prior to the JCCC Deadline to Request
1-to-1 ASSISTANCE on JCCC's grant application**

You may seek help with ...

- Questions about the JCCC application
- Assessing if your project meets JCCC's priorities
- Budget questions
- Project evaluation methods
- Organizational financial statements
- Other