



GRASSROOTS ARTS PROGRAM INFORMATION BOOKLET

WILSON COUNTY

2024-2025

Administered by  
Wilson Arts

Funded by the  
North Carolina Arts Council



North  
Carolina  
Arts  
Council

*Fifty years  
of leadership*

This project was supported by the North Carolina Arts Council,  
a division of the Department of Natural and Cultural Resources.

## Guidelines for Grassroots Arts Program Subgrants

Since 1977, the N. C. Arts Council's Grassroots Arts Program has provided North Carolina citizens access to quality arts experiences. The program distributes funds for the arts in all 100 counties of the state primarily through partnerships with local arts councils. Wilson Arts serves as the N. C. Arts Council's partner in awarding subgrants to local organizations for arts programs in Wilson County.

### Eligibility for Application

- All organizations must have been in operation for at least one year, and must be a 501(c)3 non-profit organization.
- All organizations must reside and carry out projects within Wilson County.
- Organizations that receive general support funds through the N.C. Arts Council are not eligible for Grassroots funds.
- Individuals are not eligible to apply for Grassroots Arts funds.
- Applications and support materials must be complete and received online by the due date.

### Application Submission & Deadline

Application forms may be accessed from the Wilson Arts website at

<https://www.wilsonarts.com/orggrants/>

All projects must take place between July 1, 2024 and June 15, 2025 (this means you may apply for a project that has already happened). Grant amounts range from \$500 - \$6,000.

(Recommended, but not required.)

All applications must be received by Wilson Arts by September 1, 2024 by 5 p.m.

### What the Grassroots Arts Program Funds

Grassroots Arts Program funds may be used for expenditures to conduct quality arts programs, or operate an arts organization. Typical uses of Grassroots money include:

- Program expenses such as artists' fees and travel, space rental, advertising, marketing and publicity, website and electronic media, scripts, costumes, sets, props, music and equipment rental or purchase.
- Operating expenses such as salaries, telephone, office supplies, printing, postage, rent, utilities, insurance and equipment rental or purchase are sometimes funded, but rarely.

### North Carolina Arts Council Priorities for Funding

The **first** priority of the Grassroots Arts subgrant program is to provide operating or program support to qualified arts organizations including theaters, symphonies, galleries, art guilds, choral societies, dance companies, folk arts societies, writers groups and arts festivals, among others. Grassroots funds are not generally awarded to arts organizations that receive funding through the N.C. Arts Council's General Support Program.

The **second** priority of the Grassroots Arts subgrant program is to support arts learning and arts in education programs conducted by qualified artists. These can be artist residencies in schools, after-school summer camps or adult arts learning classes.



The **third** priority of Grassroots Arts subgrants is to support community organizations that provide quality art experiences for the greater community. These programs must be conducted by qualified artists.

### **Funding Policies**

- Tribal organizations that receive grassroots funds must represent state or federally-recognized tribes.
- Colleges, universities, and libraries may receive grants for arts programs that are community-based or generate regional arts involvement. Grants may not support their internal programs, administration, or operation expenses (library books, band boosters, equipment purchases).
- Subgrants may not be awarded to individuals or organizations for prizes, including scholarships and financial awards.
- Religious organizations or churches may not receive grassroots funds unless the programs are presented outside regular church services, engage the larger community, and do not contain religious content.
- Grassroots funds may not be used for activities associated with a school's internal arts programs such as in-school student performances, the purchase of art supplies, or student arts competitions and publications.

### **Grassroots Arts Program money may not be used for the following kinds of expenditures:**

- Fundraising events
- Art, music, and dance therapists
- Artifacts
- High School band activities or equipment
- Purchase of artwork
- Interest on loans, fines or litigation costs
- Capital expenditures
- Lobbying expenses
- Contingency funds
- Oral history and history projects
- Deficit reduction
- Tuition for academic study (scholarships)
- Food or beverages for hospitality or entertainment functions

### **Matching Requirement**

All subgrantees are encouraged to match their grant amounts dollar for dollar. The funds must come from other public or private sources. Other N.C. Arts Council funds or state funds (i.e. public university dollars) cannot be used as a match. Wilson Arts may be willing to work with an applicant on alternatives to the matching requirement. Contact Cathy Hardison at 252.291.4329 or [acw@wilsonarts.com](mailto:acw@wilsonarts.com) with questions.

### **Meeting the Racial and Cultural Diversity Requirement**

The NCAC works to provide a representative portion of grant funds for arts programming that reflects the racial and cultural diversity of the state. As a central strategy for achieving this objective, we require that each Grassroots partner spend a percentage of its annual county allotment for programming that reflects African American, Asian American, Latino, and Native-American cultures. The percentage is determined by calculating the portion of each county's population made up of African American, Asian American, Latino, and Native American people.

Wilson County's multicultural percentage for this year is 54%.

### **North Carolina Arts Council Recognition**

Subgrantees must acknowledge the N. C. Arts Council's support of their event or projects by including N.C. Arts Council's logo, and funding credit line in all print and promotional materials related to the grant. The N.C. Arts Council's website offers information and downloadable logos, at [www.ncarts.org](http://www.ncarts.org).



## Reporting Requirements

Each subgrantee is required to submit a final report providing a detailed description of the funded project, participation statistics and demographics, sample marketing and program materials using the N. C. Arts Council credit line and logo, and copies of their legislative letters.

The Subgrant Report form can be downloaded from the N. C. Arts Council website at [www.ncarts.org](http://www.ncarts.org). Final reports must be emailed to [acw@wilsonarts.com](mailto:acw@wilsonarts.com), mailed or hand-delivered to the Wilson Arts Center by June 9, 2025.

**Legislative Letters:** Applicants may be required to write their state representatives to thank them for appropriating Grassroots funds. If required, the letter should provide information about how Grassroots funds were used to support your program or project, and the community impact of the event. A copy of all letters to legislators must be included in the subgrantee's final report.

## How Subgrant Applications are Evaluated

Subgrant applications are reviewed by a diverse panel of community members including artists, county and public officials and board members of Wilson Arts, among others. The panel evaluates applications based on the subgrant guidelines and the following criteria:

- Artistic quality of proposed project or programs
- Community impact of project or programs
- Multicultural aspect of the program, if applicable
- Educational impact of the project
- Ability to plan and implement project
- Stability and fiscal responsibility of the organization

Panelists discuss and score the grant using an established rating system. The subgrant panel's funding decisions are then presented as recommendations to the Wilson Arts board of directors. The board of directors votes and gives final approval to the subgrant panel's recommendations.

## Questions and Assistance

If applicants have questions or need assistance, please contact Cathy Hardison at 252.291.4329 or [acw@wilsonarts.com](mailto:acw@wilsonarts.com)



## **Wilson Arts Grant Application Requirements**

### **Grant Request Amounts:**

Most Grassroots Grants range from \$500 - \$6,000.

### **Matching Requirement:**

All Grassroots funds must be matched 1:1 by the subgrantee.

This cannot be matched with in-kind support, it must be a cash match.

### **Application Form**

Please complete the application form and submit with supplemental materials. This application can be found on our website at <https://wilsonarts.com/orggrants/>

### **Supplemental Material Requested in Application Form:**

1. Organization's Last Year's Actual Income/Expense Statement
2. Organization's Current Projected Income/Expense Budget or Statement
3. Organization's Next Year's Projected Income/Expense Budget
4. Narrative including all items that are asked for. Do not exceed 3 pages.
5. Additional Itemized Project Budget specifically explaining all expenses
6. Any co-signed artist contracts or letters of intent including the agreed-upon fee if available
7. Brief biographical information on the key personnel and on artists involved in the project
8. IRS 501(c)(3) tax-exempt determination letter
9. List of the organization's current board of directors and their occupations

### **Application Deadline and Submission**

Your complete online application and supplemental materials must be received Wilson Arts by 5:00 p.m. on Friday, September 1, 2024.

### **Questions and Assistance**

If applicants have any questions or need assistance, please do not hesitate to e-mail or call Cathy Hardison at [acw@wilsonarts.com](mailto:acw@wilsonarts.com) or 252.291.4329.

## GRASSROOTS GRANT APPLICATION TIP SHEET

### CHOOSING A PROJECT

Please choose one specific project or a consistent project series for your application. Examples of programs include performances, festivals, art exhibitions, after-school arts programs, artist residencies, arts camps, classes, website development, workshops, research, art walks, and studio tours.

### PRIORITIES FOR FUNDING

The **first** priority for awarding subgrants is to provide program or operating support to qualified arts organizations including theaters, symphonies, galleries, museums, art guilds, choral societies, dance companies, folk arts societies, writers groups and arts festivals, among others.

The **second** priority for subgranting grassroots funds is to support arts learning and arts in education programs conducted by qualified artists. These can be artist residencies in the schools, after school summer camps or adult arts learning classes. Grassroots funds may not be used for activities associated with a school's internal arts programs such as in-school student performances, the purchase of art supplies, or student arts competitions and publications. Priority will be given to contracting multicultural artists.

The **third** priority includes grants made to other community organizations that provide quality art experiences for the greater community. These programs must be conducted by qualified artists.

Priority will also be given to the following:

- Programs that have a multicultural theme, artists, or events.
- Programs that target a multicultural audience.
- Programs that employ or develop local artists.
- Programs that broaden, diversify, and encourage future participation.
- Programs that target traditionally underserved populations.
- Programs that include an educational component.

Grassroots Arts subgrant programs must reflect the cultural and ethnic diversity of Wilson County, including African American, Asian American, Latino, and Native American artists.

### COMPOSING YOUR NARRATIVE

The application narrative is one of the required attachments to the Project Support Grant application. Organize your narrative so that it addresses as many of the following items as possible if applicable. Your narrative cannot exceed three 8---1/2 x 11" pages.

Please make sure to include ALL of the following information:

1. Project title or summary description (Please state a title!)
2. Project goals
3. Description of intended participants/audience, including estimated numbers and racial/cultural composition
4. Location where the project will take place
5. Description of project activities
6. Description of the artists to be involved in the project, how and why they were chosen and, if appropriate, the rate of payment for their services. (If you have not yet selected the artists, describe the kinds of artists you intend to involve and how you will select them.)
7. Description of how the project will be publicized and promoted to reach intended participants
8. Description of how you will evaluate the project



### **DEVELOPING A SPECIFIC AND COMPLETE ITEMIZED PROJECT BUDGET**

You should attach a separate project budget sheet that specifically outlines how you will be spending the money. Please be as specific as you can be with this.

### **BE COMPLETE AND ON TIME**

No applications will be accepted after 5:00 p.m. on September 1, 2024. Also, incomplete applications will not be submitted to the grants panel. If you have questions or concerns, or would like the staff at Wilson Arts to look over your proposal earlier, please let us know. We are here to help you!