FY21 *GOS II* Application Narrative Template

You can find a PDF of the FY21 *GOS II* Guidelines [here](https://www.creativemoco.com/grant/gos2/).

**This template is for your reference only. All letters of intent, applications, and materials must be submitted online through FluidReview. AHCMC cannot accept applications submitted by mail or email.**

**Please do not place hyperlinks within your narrative answers.**

Questions that are required are asterisked.

**Basic Information (all pulled from LOI)**

\*Organization Name

Website

\*Fiscal Year Months

\*Current Fiscal Year

\*Montgomery County Office Location

**Organization Overview**

\*What is your organization’s Board-approved mission statement? (Pulled from LOI)

\*Describe the vision, goals and/or values of your organization. If you are an arts or humanities division of a larger organization, describe the larger organization's mission, and explain your relationship to the larger organization. (2,000 characters maximum)

\*Provide a summary of the organization’s most significant accomplishments over the past 12 months. Use this space to highlight particularly strong and impactful programming. (In addition to the answer provided here, you may also upload a full list of recent programs within FluidReview. **Please do not provide a list as an answer to this question.**) (2,000 characters maximum)

\*If your organization received an FY20 General Operating Support Grant, please explain how your organization has addressed the issues/concerns noted in the panel comments. *If the organization did not receive a grant in FY20, please indicate N/A.* (2,000 characters maximum)

**Organizational Capacity (25 pts)**

\*Describe your organization’s structure and the responsibilities of your Board, staff, and volunteers. If your organization works with volunteers, how are they supervised? Address any significant changes in staffing or management that recently occurred, or are planned over the next 12-24 months. (2,000 characters maximum)

\*Describe current Board, staff, and volunteer diversity. Please be as specific as possible. Include characteristics such as approximate age, race/ethnicity, gender, LGBTQ+, and/or disability. If your organization is lacking diversity, please explain why and describe goals designed to achieve Board, staff, and volunteer diversity. (2,000 characters maximum)

\*Describe your organization’s short-term planning process. Please identify specific, short-term organizational goals, and provide a clear timeframe for implementation. Be sure to address any financial, personnel, DEIA (Diversity, Equity, Inclusion and Access), and/or programming challenges the organization has faced over the past 12 months. How have these challenges been addressed? (2,000 characters maximum)

\*What is your organization’s approach to long-term (strategic) planning, and who is involved? Please identify specific, long-term organizational goals, and provide a clear timeframe for implementation. Be sure to describe the role of Board, staff, and other stakeholders in this process. If the organization has a Strategic Plan or Business Plan, explain how the organization uses the plan to set goals and measure progress against benchmarks, and how often the plan is re-evaluated. (2,000 characters maximum)

**Programming Quality (15 pts)**

\*How does your organization’s public programing demonstrate a commitment to quality and creativity, including a willingness to experiment and innovate within the stated mission? Describe efforts to expand or diversify programming to build audience participation. (2,000 characters maximum)

\*Describe the organization’s internal and external program evaluation process, including types of data collected, who participates in the evaluation process, and how feedback is utilized. Describe results, including testimonials and any media or peer reviews, along with quantitative data (survey results, box office data) collected in the past 12 months. **(You may also upload additional information, testimonials, media, and/or peer reviews as supplementary materials.)** (2,000 characters maximum)

\*Provide a brief overview of FY21 programming, including an estimated timeline, likely location(s), estimated audience/participants, and key change(s) from previous year(s), if any. (**Your response should focus on Montgomery County, even if your organization serves other jurisdictions.**) (2,000 characters maximum)

**Community Impact (35 pts)**

\*What is your organization’s target audience or community? Are there differences between your organization’s current audience and your organization’s intended audience? Provide demographic detail such as age, geographic location(s) for where the target demographic is located, race/ethnicity, gender, LGBTQ+, disability, and/or special interests. (3,000 characters maximum)

\*Describe specific diversity outreach efforts to engage individuals or communities who may be underrepresented within your organization’s audience. These initiatives may include educational programs and services. How are these initiatives evaluated? What has been the outcome? (3,000 characters maximum)

\*How does your organization include, or plan to include, the intended target demographic/community in the creative process, program planning, and evaluation of activities? (3,000 characters maximum)

\*How does your organization collaborate with other stakeholders to further your organization’s mission? Describe the nature of any collaborations and how they advance your mission. Collaborations may include partnerships, events, or other activities. (2,000 characters maximum)

\*Does your organization ensure that programs, services, facilities and online media are accessible to the public and are ADA complaint? Describe any barriers to participation that you have identified and goals formulated to rectify accessibility barriers. (2,000 characters maximum)

**Financial Stability (25 pts)**

\*Describe your organization’s financial management structure. How are finances monitored and approved? Describe any recent changes to your financial controls/policies and the impact of those changes? (2,000 characters maximum)

\*Describe your organization’s overall financial health and any activities undertaken to fund an endowment, build a cash reserve, overcome a deficit, and/or repay debt. If your organization experienced any financial challenges in FY19, how were those challenges addressed and how will your organization address those challenges in the future? (2,000 characters maximum)

\*Explain any significant changes to your FY20 operating budget as compared to your FY19 operating budget. Include any significant increases or decreases anticipated in income or expenses. (2,000 characters maximum)

\*Was your organization able to accomplish its FY19 fundraising goals? Are you on track to accomplish your organization’s fundraising goals in FY20? List specific benchmarks against which progress is being measured and describe any fundraising plans in place for FY21. How will your organization meet the FY21 match requirement? (2,000 characters maximum).

**\*AHCMC Reporting Data**

Please fill out the charts below. **These charts are for our own reporting purposes. This information will not be factored into the application evaluation or be seen by panelists.** If any of the line items are not applicable, write “0” and please explain why in the comment box below.

|  |  |  |  |
| --- | --- | --- | --- |
| Revenue & Contributions | **Most Recently Completed Fiscal Year** | **Previous Fiscal Year** | **Three Fiscal Years Prior** |
| **City Revenue/Contributions** |  |  |  |
| **County Revenue/Contributions** |  |  |  |
| **State Revenue/Contributions** |  |  |  |
| **Federal Revenue/Contributions** |  |  |  |
| **Foundation Revenue/Contributions** |  |  |  |
| **Corporate Revenue/Contributions** |  |  |  |
| **Individual (non-Board) Giving Revenue/Contributions** |  |  |  |
| **Board Giving Revenue/Contributions** |  |  |  |
| **Other Contributed Revenue** |  |  |  |
| **In-Kind Revenue** |  |  |  |
| **Earned Revenue** |  |  |  |
| **Investment Revenue**  |  |  |  |
| **Total Revenue** | Auto-Calculated | Auto-Calculated | Auto-Calculated |

|  |  |  |  |
| --- | --- | --- | --- |
| Expenses | **Most Recently Completed Fiscal Year** | **Previous Fiscal Year** | **Three Fiscal Years Prior** |
| **In-Kind Expenses** |  |  |  |
| **Depreciation** |  |  |  |
| **Expenses** (all other expenses) |  |  |  |
| **Total Expenses** | Auto-Calculated | Auto-Calculated | Auto-Calculated |

|  |  |  |  |
| --- | --- | --- | --- |
| Staff and Volunteers | **Most Recently Completed Fiscal Year** | **Previous Fiscal Year** | **Three Fiscal Years Prior** |
| **Total Employee Salaries and Fringe Benefits** |  |  |  |
| **Number of Full Time Equivalent Employees** (Includes part time, full time, and contracted staff) |  |  |  |
| **Volunteer Hours** (Youth under 18) |  |  |  |
| **Total Volunteer Hours** (All Ages) |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Activity Attendance | **Most Recently Completed Fiscal Year** | **Previous Fiscal Year** | **Three Fiscal Years Prior** |
| **Event & Program Attendance** (Youth under 18) |  |  |  |
| **Total Event & Program Attendance** (All ages) |  |  |  |
| **Paid Event & Program Attendance** |  |  |  |
| **Free Event & Program Attendance** |  |  |  |

Please explain if any of the line items are not applicable. (1,000 characters maximum)