FY21 *Programming & Capacity Building Project Grants* Application Narrative Template

You can find a PDF of the FY21 *PCBPG* Guidelines [here](http://creativemoco.com/grant/pcbpg/).

**This template is for your reference only. All applications must be submitted online through FluidReview. AHCMC cannot accepted applications submitted by mail or email.**

**Basic Information**

**\*Are you applying on behalf of an organization or group?** (For the purposes of this application, groups are defined as operating as a nonprofit without 501(c)(3) status)

**\*Organization/Group Name:**

**\*Address:**

**\*City:**

**\*State:**

**\*Zip Code:**

**Website:**

**\*Contact First Name:**

**\*Contact Last Name:**

**\*Email:**

**\*Phone Number:**

**\*Does your organization/group have 501(c)(3) status?**

**\*What months does your fiscal year begin and end?**

**\*What fiscal year are you currently in?**

**\*What is the primary artistic or scholarly discipline that your organization engages in?**

If you select “Other” or “Presenting and/or Multidisciplinary,” please provide a text response.

Dance

Folk and Traditional Arts

Historical, critical, or theoretical approaches to the arts

Language, Linguistics, or Literary Analysis

Media

Music

Philosophy, Ethics, or Comparative Religion

Storytelling

Theatre

Visual Arts

Design

Presenting and/or Multidisciplinary

Professional Development and/or Capacity Building

Other: please specify

**Project Overview**

**\*Project Title (150 characters maximum):**

**\*Give a short summary of your project. (500 characters maximum):**

**\*Project Type:** select all that apply

* This project is for the creation of new work
* This project is open to the public, i.e., performance, screening, exhibition, lecture
* This project is for capacity building

**\*Project Location/Venue Name:** (only applicable to projects open to the public)

**\*Project Location/Venue Address:** (only applicable to projects open to the public)

**\*Is the venue reserved or tentative?** (only applicable to projects open to the public)  
The project must take place in Montgomery County. Funded activities must be open to the public, with or without admission fees.

**\*Include pertinent venue details, i.e., the number of seats, audience capacity, indoor or outside venue. (500 characters maximum)** (only applicable to projects open to the public)

**\*Project Date start and end dates:**(must be between 7/1/2020 and 6/30/2021)

**\*Total Project Cost:**   
(must be equal to total expenses and total income)

**\*Grant Request ($1,000 - $10,000)**:  
Note: the applicant must be a 501(c)(3) to request a grant over $5,000

**Organization/Group Overview**

**\*Describe the mission and/or objective of the organization or group. (500 characters maximum)**

**\*Provide an overview of significant activities and achievements the organization/group has engaged in or completed in the previous 12 months. Use this space to highlight specific examples of impactful programming. In addition, you may upload a full list of recent programs in the Programming Support Materials section. (2,000 characters maximum)**

**\*Describe diversity within the organization/group (staff, volunteers, Board if applicable). Please be as specific as possible. Include characteristics such as approximate age, race/ethnicity, gender, LGBTQ+, and/or disability. If the organization/group plans to increase internal diversity, please describe any efforts, goals, or actions for the future. (2,000 characters maximum)**

**Quality of Proposed Project (25 points)**

**\*Provide a detailed description of the project. If applicable, include information about admission fees. Is this a new program, a repeat of an earlier program, and/or a part of a series? (2,000 characters maximum)**

**\*Explain how the project aligns with your organization/group’s mission. (2,000 characters maximum)**

**\*How will the project positively impact your organization/group and the arts/humanities community? What are the anticipated outcomes and how will they be measured? (2,000 characters maximum)**

**\*Describe the steps taken to plan and design the project. (2,000 characters maximum)**

**Programming Quality (20 points)**

**\*How is your organization/group’s regular programming aligned with the mission? (2,000 characters maximum)**

**\*How are programs selected? Be sure to describe how your organization/group selects activities/public programs that resonate with your target demographic (2,000 characters maximum)**

**\*Briefly describe the qualifications of the key artists/scholars involved in your organization/group’s project. (In addition to this description, applicants may upload bios for artists/scholars within FluidReview.) (2,000 characters maximum)**

**\*How does your organization/group evaluate programs to measure impact and implement feedback? If the proposed project has been offered to the community previously, please explain lessons learned, and provide any pertinent data obtained (such as attendance numbers, etc.). (3,000 characters maximum)**

**Audience and Community Impact (35 points)**

**\*Describe the target audience or community that the organization/group serves. Include efforts to reach, engage, and collaborate with diverse populations and underserved communities. Please be as specific as possible. Include data and demographics such as approximate age, geographic location(s) for where the target audience is located, race/ethnicity, gender, LGBTQ+, disability, and/or special interests if applicable. (3,000 characters maximum)**

**\*Describe how your organization/group solicits input from your target audience, both in terms of program planning and program evaluation. (2,000 characters maximum)**

**\*Describe how the organization/group ensures that programs, services, facilities and online media are accessible to the public and ADA compliant. Describe any barriers to participation your organization/group has identified and has addressed, or plans to address. (2,000 characters maximum)**

**\*How does your organization/group publicize programs to the targeted community? Describe any marketing plans (free and/or paid sources of publicity and marketing). Be as specific as possible. (2,000 characters maximum)**

**Administrative Capability (20 points)**

**\*Describe the responsibilities of key staff, volunteers and/or contractors responsible for planning and implementing the project. If a key position is not filled, include your recruitment plan to fill the position. (In addition to this description, applicants are required to upload bios for key staff, volunteers or contractors within FluidReview.) (2,000 characters maximum)**

**\*Provide a timeline for the project, including pertinent dates and project milestones. Please indicate what activities will occur during the allowable grant period. (Please note that grant funds must be used between July 1, 2020 and June 30, 2021. Grant funds cannot be used to pay for any activities that occur outside of this timeframe) (2,000 characters maximum)**

**\*Describe efforts in seeking other sources of support such as in-kind contributions, other grants, sponsors, cash donations, fundraising, etc. (2,000 characters maximum)**

**\*Will the organization/group continue the project if the AHCMC grant is not awarded, or if the award is lower than the original request? Please explain any programmatic, staff, artist/scholar or budget reductions that may occur if the grant award is lower than anticipated. (2,000 characters maximum)**

**Administrative Capability: Project Budget**

* List all project expenses. Include expenses that may be paid for from sources other than the AHCMC grant award
* **Your budget MUST be balanced: total expenses MUST equal total income**
* In-kind expenses are non-cash expenses and must be paid for with in-kind income
* **Use an asterisk (\*) to mark expenses that will be paid for by the grant**
* Enter only digits for amounts. Do not use symbols such as '$' or ','
* If you need more space, you may combine items budgeted under $1,000 into one line item and explain in the budget notes
* **The applicant must be a 501(c)(3) organization to request a grant over $5,000**

**FluidReview has a fillable chart for this section.**

**\*Cash Expenses:**

Subtotal Cash Expense:

Subtotal In-Kind Expenses:

Expense Total:

**\*Cash Income**

Subtotal Cash Income:

Subtotal In-Kind Income:

Income Total:

**Project Budget Notes**

**\*Provide additional information about the project expenses. For example, if "Performer Fees $1,500" is listed in your budget, provide additional detail about this line item here. The more detailed your explanation, the better. (1,000 characters maximum)**

**\*Please provide additional information about the project income, if any, beyond the AHCMC grant request. For example, if "Other Grants $1,500" is listed, please provide the donation source here. (1,000 characters maximum)**

**\*Describe the In-kind contributions (donated goods, services or discounts) allocated for the project. If not applicable, indicate N/A. (1,000 characters maximum)**

**Work Sample**   
For additional information, please refer to pages 9 of the FY21 Guidelines.

**\*Explain why the work sample(s) was selected and how the sample(s) relates to your project, as well as your organization/group’s overall programming. (1,000 characters maximum)**

**\*Revenue and Contributions**

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. (1,000 characters maximum)

|  |  |  |  |
| --- | --- | --- | --- |
| 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** |  |  |  |
| **Total Contributed Revenue** | Auto-Calculated | Auto-Calculated | Auto-Calculated |
| **Earned Revenue** |  |  |  |
| **Investment Revenue** |  |  |  |
| **Total Revenue** | Auto-Calculated | Auto-Calculated | Auto-Calculated |
| **Total Expenses** |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Staff and Volunteers | **Most Recently Completed Fiscal Year** | **Previous Fiscal Year** | **Three Fiscal Years Prior** |
| **Total Employee Salaries and Fringe Benefits** |  |  |  |
| **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:** |  |  |  |