
Sustaining Impact Grant Recipient Handbook



FY2020 to FY2022

(Updated 10/22/2019)

Sustaining Impact Grant Recipient Handbook

The purpose of this handbook is to outline the grantee expectations and requirements for the Sustaining Impact grant program for FY2020 to FY2022. By accepting funding through the Sustaining Impact Grant Program, an organization agrees to adhere to the grantee guidelines outlined in this document. It is incumbent upon each grantee organization to ensure that all individuals within the organization have read and follow the guidelines within this handbook. Appendix A includes a summary of Key Grantee Deadlines. Appendix B includes an ArtsWave Contact List.

Grant Recognition Guidelines

The ArtsWave Community Campaign receives contributions from generous individual, business and foundation donors. To reinforce the importance of their gifts, we need them to see and understand the connection between their contribution to ArtsWave and the amazing work of your organization. Public recognition of this grant, and thereby of all donors to ArtsWave, is important to sustain and encourage future contributions to this remarkable community resource.

We ask recipient arts organizations to credit ArtsWave as space is available in all promotional materials including, but not limited to: programs, newsletters, annual reports, calendars, catalogues, brochures, postcard announcements, invitations, news releases, radio and television spots, websites, social media posts, e-communications vehicles, street banners and box office windows.

We appreciate acknowledgement of your grant from ArtsWave in whatever ways are within your organization's communications capabilities.

Name and Brandmark Usage

Always use the full name: ArtsWave, with a capital "A" for Arts and a capital "W" for Wave and no space between Arts and Wave. ArtsWave brandmarks and full brand guidelines are available for download at [ArtsWave.org/Media](https://www.ArtsWave.org/Media).

In all cases, please make sure the brandmark is clearly legible and recognizable.

Print Recognition

Event Programs

Organizations receiving support from ArtsWave will use, in a size at least 1.25 inch in width, the ArtsWave logo on the title page of all programs. Logo size and placement should be proportional to ArtsWave's support comparative to other sources of funding.

If identifying classes of funders (e.g., Season Sponsor, Program Sponsor, Production Sponsor, etc.), please list ArtsWave as a “Season Funder” separate from other sources of operating support such as the Ohio Arts Council and the National Endowment for the Arts.

Newsletters

Include the ArtsWave logo and recognition of the community support, e.g. “XYZ is supported by the generosity of tens of thousands

Newspaper/Magazine Advertising

Any advertising, regardless of size or length, placed by a grantee that credits a specific funding source should also credit ArtsWave. The size of the ArtsWave acknowledgement should be proportional to ArtsWave’s share of annual support, i.e. if ArtsWave is the largest supporter, it should be listed in a larger font than other sources of annual support.

News Releases

News releases must credit ArtsWave support with appropriate written credit. Example: “XYZ is supported by the generosity of tens of thousands of contributors to the ArtsWave Community Campaign.”

Event Signage

For a temporary exhibit, wall text must include ArtsWave listed with other major public, private and corporate sponsors. If there is no wall text, organizations may place a sign near the entrance to the exhibit crediting ArtsWave as follows: “Supported by the generosity of community contributions to the ArtsWave Campaign.”

Electronic Recognition

Broadcast Advertising

Include ArtsWave in radio and television spots if other sponsors receive credit and time is available. Radio spots should give verbal credit to ArtsWave (copy: “Funding support comes from ArtsWave”) and television spots should include the ArtsWave logo.

Digital Advertising

Logo credit should be provided in all digital advertising. Please include the ArtsWave logo, along with a link to [ArtsWave.org](https://www.ArtsWave.org), on the front page of the organization’s website. Acknowledgement of ArtsWave support should be proportional to its share of support compared to other sources.

Social Media

Tag @ArtsWave on posts and shares and, when appropriate, use hashtags such as #CincyArts or others communicated at regular sector marketing meetings. This will

allow ArtsWave and other partner organizations to find and share posts, thereby amplifying the reach and message. Share and engage with ArtsWave posts.

Oral Recognition

In cases when there is no printed program, organizations can provide oral credit (curtain announcements) before each event or performance. As in press releases, oral credit should explicitly thank the community: "XYZ is supported by the tens of thousands of people who give generously to the ArtsWave Community Campaign." If an announcement is not possible, organizations may place a sign at the entrance of the event.

Additionally, we ask organizations to make curtain announcements recognizing the ArtsWave Community Campaign at all performances from the beginning of February through the end of April.

Program/Playbill Advertisements

Provide one full-page of advertising space in all season or exhibit programs. Advertisement space set aside for ArtsWave should be in color whenever possible.

Please contact ArtsWave at least one week in advance of program print deadlines with specs. This email should include the current program ad.

Proof of Grant Recognition

ArtsWave should be on all member/subscriber/donor mail and e-mail lists. PDFs or JPGs of programs and other materials should be submitted along with your January and July quarterly reports. We encourage you to send us press releases, copies of publications or media coverage that mention your grant.

ArtsWave Community Campaign

In August, ArtsWave will request information from grantee organizations to assist in the fundraising efforts during the Community Campaign. Requests shall include, but may not be limited to, tickets/offers for employee campaign raffles, campaign speakers and trivia questions, along with ArtsWave Pass offers. Organizations should fulfill these requests in a timely manner to the best of their ability.

It is ArtsWave's expectation that all funded organizations will support the ArtsWave Community Campaign. ArtsWave asks organizations receiving a Sustaining Impact Grant to support the annual community campaign in the following ways:

- Commitment to the success of your organization's board campaign

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- Encouragement of all staff members to contribute through an employee campaign
 - Promotion of ArtsWave's annual community campaign by implementing recognition policies, promoting campaign in programs and promotional flyers, providing editorial support in organizational publications, curtain speeches, social media, etc.
 - Participation in annual campaign activities (ArtsWave Days, Art in the Park, kick-off, end of campaign celebration, phonathon, etc.)
 - Recruitment of enthusiastic staff and/or artists for presentations on behalf of ArtsWave during the campaign
 - Provision of incentives for use in community-wide employee campaigns. Please provide ticket vouchers that can be used for the entire season
 - Offer of venues for campaign-related activities

To achieve the best possible result, ArtsWave's intention is to focus the public on the Community Campaign for the Arts between Feb. 1 and April 30. ArtsWave asks Sustaining Impact Grant recipients to support the Community Campaign during this period by refraining from any major or additional fundraising plans or events. During the campaign period, ArtsWave asks Sustaining Impact Grant recipients to choose other times of the year to promote individual fundraising projects to the broad community through mass media, social media and/or crowdfunding websites. ArtsWave staff and volunteers meet with supporting companies and prospects beginning November 1 each year.

It is our expectation that organizations will refrain from soliciting funding intended to replace a previous or current ArtsWave commitment or contribution (i.e., encouraging an ArtsWave donor to contribute to an individual organization instead of the Community Campaign).

ArtsWave Partner Recognition Program

ArtsWave Partners are companies contributing \$100K+ to the ArtsWave Community Campaign via corporate and/or employee contributions. The current list of ArtsWave Partners is included in Appendix C.

Purpose & Outcomes

- Provide a streamlined program that is easy to administer for the arts organizations and for ArtsWave Partners.

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- Provide visible benefits for the largest ArtsWave Partners and their employees, allowing them to see the benefit of their support.
 - Increase the amount of money raised by ArtsWave Partners and build strong ties with your organization by providing benefits.

Recognition of ArtsWave Partners

To the best of your organization's ability, recognition should include:

- Including ArtsWave Partners as a separate group on organization's website with other major contributors.
- Including ArtsWave Partners as a separate group in organization's annual report and program books.
- Including all ArtsWave Partners as a separate group on signage in lobby area during major performances (one sign to be used throughout the season).

If you choose to use an ArtsWave Partner logo, please check with ArtsWave to make sure it is current.

When recognizing/thanking Partners for their support, include "and their employees." We suggest the following (with the current list of ArtsWave Partners in Appendix C):

"The (name of arts org here) acknowledges the following Partner Companies, Foundations and their employees who generously participate in the Annual ArtsWave Community Campaign at the \$100,000+ level. Your support helps make our community vibrant and connects people across our region through the arts. Thank you!"

Incentives for ArtsWave Partners

ArtsWave asks Sustaining Impact grantees to provide a reasonable number of performance or event tickets to ArtsWave for use in ArtsWave Partner employee campaigns. Provide discounted venue rental. ArtsWave will compile and share a list of Partner benefits with Partner companies in the fall.

Communication with ArtsWave Partners

ArtsWave will act as the sole communicator and relationship manager with ArtsWave Partners. However, we ask each grant recipient organization to identify a point person to communicate to ArtsWave how Partner Companies will be recognized and to ensure the successful fulfillment of benefits.

Collaborative Marketing

One of ArtsWave's goals is to communicate excitement about your organization's impact in a variety of channels. Grantee organizations should update all event and program listings on ArtsWave.org/Guide and CincyArtsandSTEM.org as soon as performances/events are announced to the public, as well as participate as requested with other collaborative marketing initiatives. This will help us ensure that we always have the most comprehensive and exciting array of arts experiences possible in our public database.

Another one of ArtsWave's goals is to attract new arts supporters to the Community Campaign who also represent new potential arts customers. Grantee organizations will provide ArtsWave Pass deeply discounted offers such as 2-for-1 or half-price tickets, as well as additional offers/discounts that appeal to young professionals. These special offerings are critical to our ability to attract and renew contributions. ArtsWave Pass offers should be submitted in writing no later than May 1, 2020.

Professional Development Opportunities

Throughout the year, ArtsWave provides many professional development opportunities for its grantee organizations. It is expected that grantees take advantage of as many of these opportunities that are within your organization's capabilities. Opportunities include, but are not limited to:

- Blueprint Lunch & Learns
- Bob Allen lunches
- Other workshops

Reporting

To support ArtsWave's ability to be accountable to our donors, provide current information about our grantees and make strategic programmatic decisions, grantees are asked to submit quarterly progress reports throughout the grant period.

Quarterly Progress Reports

The quarterly progress reports will be comprised of quantitative, qualitative and activity tracking measures. They will consist of output data and Impact Stories, providing an outcome-focused articulation of an initiative or activity that helps to explain the ROI for sector stakeholders.

Please reference the Submittable Handbook for instructions on how to log and submit activity data on the Submittable platform.

Impact Stories

ArtsWave publicizes its grants and generates excitement about the impact of the arts through media outlets, via social media platforms, through our e-newsletters and on our website. As a part of each quarterly report, we ask grantees to submit a data-driven Impact Story for every Blueprint goal for which the organization is responsible. The Impact Story should explain the goal of an initiative, program or activity, key community partnerships and measurable outcomes that show alignment to broader community goals. (See Appendix D for Blueprint Goals)

Large Organizations are required to submit five Impact Stories for FY20. Two Impact Stories for Large Organizations are due on January 15, 2020. The remaining three Impact Stories are to be submitted on April 15, 2020. All five Impact Stories will serve as key supportive documents during the grant renewal process, also to be held April 15, 2020.

Mid-Sized and Small Organizations are required to submit at least two Impact Stories for FY20. The first Impact Story for the Midsized and Small Organizations is to be submitted on January 15, 2020, and the second impact story is due on April 15, 2020. Both Impact Stories will serve as key supportive documents during the grant renewal process, also to be held April 15, 2020.

Please know that Impact Stories are not intended to merely combine images and activity data but should show the impact of those activities, helping stakeholders draw conclusions about why the arts matter throughout the Greater Cincinnati Region. Further, the Impact Story should not focus so much on design as much as substance and relevant content.

Although your Impact Story should be unique to your organization, mission and brand strategy, each Impact Story should be at least one full page in length, a maximum of two full sides, and should include the following:

- Program Objective
- Brief Program Summary
- Aligned Blueprint Goal (s)
- Program Specific Activity Data
- Outcomes Aligned to Broader Community Goals
- Royalty Free Images

Resources

Impact Story templates and examples of effective Impact Stories can be found at: www.artswave.org/impact/resources-on-arts-impact

ArtsWave will assume that we have permission to use and share story details, data, images and any attributions (if provided), unless expressly told otherwise.

To the greatest extent possible, additional requests for information have been coordinated with the progress reporting schedule to reduce the burden on grantee organizations (see Appendix A: Key Grantee Deadlines).

Please be aware that organizations who received a “Probation” rating during the Financial Review process will be asked to give a mid-year update of their financial information.

As a reminder, ArtsWave will be making quarterly distributions of your award amount beginning mid-October in alignment with the following reporting deadlines:

- October 15
- January 15
- April 15
- July 15

Annual Grant Review

Sustaining Impact Grants are 3-year awards contingent upon campaign and organizational performance. To renew the grant award, organizations will participate in a renewal review process in spring 2020 to receive continued funding. Guidelines and instructions will be released in early 2020.

In order to continue to receive funding from ArtsWave in FY21, an organization must fulfill all grant requirements, accurately represent its organization and its activities in all documents submitted to ArtsWave and continue to meet the minimum eligibility criteria for the duration of the grant period.

Annual Eligibility Certification

As a part of the annual review process, grantees must complete a certification of eligibility. In order to continue to be eligible for Sustaining Impact funding, a grantee must meet all the following criteria:

- Have a primary mission to provide programs or activities in areas directly concerned with arts or cultural heritage for the general public
- Be based in the Cincinnati-Middletown, OH-KY-IN MSA, which includes the following counties: Brown, Butler, Clermont, Hamilton and Warren Counties in Ohio; Boone, Bracken, Campbell, Gallatin, Grant, Kenton, and Pendleton Counties in Kentucky; and Dearborn, Ohio and Union Counties in Indiana

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- Have a 501(c)3 tax status for five or more years for the Regional Midsize and Small funding categories OR 10 or more years for the Regional Large category
 - Employ at least 1 FTE paid and/or contract professional and/or administrative staff (Full time is defined as an average of 30 hours per week.)
 - Have received funding support from ArtsWave in at least three of ArtsWave's last five fiscal years
 - Have maintained a balanced budget over the organization's past three fiscal years
 - Meet ArtsWave's DEIA requirements:
 - **By the End of Year 1 (FY2020):** All Large and Midsize Sustaining Impact grant recipients must have a board-approved Diversity, Equity, Inclusion and Access plan in place. Organizations will be required to submit this plan with their July 15, 2020 quarterly report.
 - **By the End of Year 2 (FY2021):** All Boards of Directors of Sustaining Impact grant recipients have racially and/or ethnically diverse representation. Organizations will be required to submit Board demographic data with their July 15, 2021 quarterly report. As of April 2019, 9% (4/44) of organizations have no minority representation on their board.
 - **By the End of Year 3 (FY2022):** If necessary, efforts to diversify artistic and professional staffs have been made and documented. Organizations will be required to submit artistic and professional staff demographic data with their July 15, 2022 quarterly report. As of April 2019, 13% (6/44) of organizations have no minority representation in their artistic and professional staff.
 - Failure to comply with these DEIA requirements will result in a 5-10% reduced grant award for the next year.

It is incumbent upon the grantee organization to notify ArtsWave of changes to their eligibility status as soon as possible. The implications of a change in a grantee's eligibility status will be evaluated on a case-by-case basis.

Grant Payments

Grant payments will be issued quarterly via electronic funds transfer. Grantees must complete and submit an EFT authorization form at the beginning of each grant cycle that authorizes ArtsWave to issue grant payments via electronic deposit throughout the length of the grant cycle. It is incumbent upon the grantee organization to submit

an updated EFT form if there are changes to banking information during the grant cycle.

As a reminder, ArtsWave will make quarterly distributions of your award amount beginning mid-October in alignment with the following data reporting deadlines:

- October 15
- January 15
- April 15
- July 15

Grant payments will not be issued if any grantee requirements are outstanding.

APPENDIX A: Key Grantee Deadlines

<u>DATE</u>	<u>GRANTEE REQUIREMENT</u>
August 30, 2019	Grant Acceptance due Organizational Contacts due Board List due Community Campaign Materials due
October 15, 2019	Quarterly Progress Report due
October 21, 2019	Grantee Orientation
December 2, 2019	Deliver ticket vouchers to ArtsWave
January 15, 2020	Quarterly Progress Report due / Proof of Recognition due
April 15, 2020	FY21 Renewal Application due / Quarterly Progress Report due
May 1, 2020	ArtsWave Pass Offers due
July 15, 2020	Quarterly Progress Report due / Proof of Recognition due

APPENDIX B: ArtsWave Contact List

Annual Grant Review

Krista Bondi
513.632.0103
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Art in the Park

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ArtsWave Pass

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ArtsWave Community Campaign

Lisa Wolter
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ArtsWave Guide/Cincy Arts & STEM

Zach Moning
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Submittable Grantee Portal

support@submittable.com

Grant Payments

Danielle Martin
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Recognition of ArtsWave Grant

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ArtsWave Partner Recognition

Lisa Wolter
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Program/Playbill Advertisements

Zach Moning
513.632.0134
zach.moning@artswave.org

Quarterly Progress Reports

Danielle Martin
513-632-0126
danielle.martin@artswave.org

ArtsWave Days

Kathy Debrosse
513.632.0119
kathy.debrosse@artswave.org

Speaker's Bureau

Andre DuBois
513.632.0133
andre.dubois@artswave.org

All Other Questions

Krista Bondi
513.632.0103
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APPENDIX C: ArtsWave Partners for FY2020*

The (insert the name of your organization) acknowledges the following Partner Companies, Foundations and their employees who generously participate in the Annual ArtsWave Community Campaign at the \$100,000+ level. Your support helps make our community vibrant and connects people all across our region through the arts. Thank you!

P&G
Fifth Third Bank and the Fifth Third Foundation
GE
Cincinnati Bell
Macy's
The Kroger Co.
Western & Southern Financial Group
Cincinnati Children's Hospital Medical Center
Great American Insurance Group
The Cincinnati Insurance Companies
Enquirer Media
U.S. Bank
Ohio National Financial Services
PNC
Duke Energy
Cincinnati Reds
Worldpay
Deloitte
Cincinnati Business Courier
The E.W. Scripps Company and the Scripps Howard Foundation

*Includes in-kind support

**Listed in order of size of donation

APPENDIX D: Blueprint For Collective Action

Overview

By supporting a wide variety of art forms and providing strategic leadership for the arts sector in the broader community, ArtsWave creates an environment where the growing impact of the arts is felt and celebrated by the entire community.

The Blueprint for Collective Action provides a focus for ArtsWave's community investments and strategic initiatives for the next ten years. The Blueprint is designed to achieve three things:

- Align with broader community goals
- Provide more clarity and specificity around the kinds of activities and outcomes ArtsWave desires
- Leverage more support from the community by demonstrating relevance to the community

By focusing the ArtWave's investment strategy, the Blueprint is intended to stake a bold vision for the region for enhanced impact through the arts by establishing five community goals and distinct roles for organizations and individuals to support ArtsWave in advancing these visions.

Blueprint Goals and Roles

Arts Put Cincinnati on the Map

Greater Cincinnati's innovative arts scene attracts talent, visitors, and business to the region.

GOAL: To be a more competitive region for talent attraction by leveraging arts that are perceived as extraordinary

Roles for Organizations and Individuals:

- To design new or unexpected artistic collaborations
- To create arts experiences that are active, immersive, and social; and that stretch the boundaries of the art form
- To improve and employ digital capabilities and use of social media to reach and engage digitally oriented or remote audiences
- To participate in collaborative efforts to increase earned media and leverage paid media/marketing opportunities

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- To develop and share stories that distinguish the region through its arts
 - To leverage assets and capacities with other organizations to expand impact, access, and sustainability

Arts Deepen Roots in the Region

Residents who are engaged in the arts – whether as volunteers, artists, or audience members – have a stronger and more positive connection to the community.

GOAL: To deepen feelings of engagement and connection to the community by widening participation in arts experiences, especially those that resonate with adults age 40 and under

Roles for Organizations and Individuals:

- To create arts experiences that are participatory, social, recurring, and encourage personal investment in the organization and/or community
- To create arts experiences for college students and young professionals
- To develop partnerships and collaborations with local colleges and universities
- To involve college students and young professionals at all levels of organizational decision-making
- To leverage assets and capacities with other organizations to expand impact, access, and sustainability

Arts Bridge Cultural Divides

When the arts reflect and celebrate the diversity of our community, residents build a greater understanding and appreciation of cultural differences.

GOAL: To promote cross cultural understanding by increasing the availability and accessibility of arts experiences that include and represent all races and ethnicities

Roles for Organizations and Individuals:

- To present works of art created by artists of all races and ethnicities
- To create arts experiences that include artists of all races and ethnicities
- To create and/or present art that tells the story(ies) of all races and ethnicities
- To create shared arts experiences for people of all races and ethnicities

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- To identify and establish partnerships and collaborations that support equitable access to arts experiences for people of all races and ethnicities
 - To involve at all levels of organizational decision-making people who reflect the broadest possible racial and ethnic diversity
 - To develop cross-cultural artistic partnerships and collaborations
 - To leverage assets and capacities with other arts organizations to expand impact, access, and sustainability

Arts Enliven Neighborhoods

Community arts centers, galleries, and theaters serve as vital hubs for neighborhood activity that supports local business and builds civic pride.

GOAL: To enhance the vibrancy of neighborhoods, particularly those that are underserved and/or revitalizing, by increasing the availability and accessibility of arts organizations and opportunities

Roles for Organizations and Individuals:

- To establish partnerships and collaborations within the neighborhood in which the organization is physically located
- To create an environment where all members of the organization's surrounding neighborhood feel welcome
- To increase the variety and frequency of arts experiences embedded in or accessible to neighborhoods throughout the region
- To improve the aesthetics of the region's neighborhoods
- To enliven indoor and outdoor public spaces throughout the region with arts experiences
- To optimize the use of resources already present in neighborhoods throughout the region to support equitable access to arts experiences
- To improve and employ digital capabilities and use of social media to reach and engage neighborhoods
- To leverage assets and capacities with other arts organizations to expand impact, access, and sustainability

Arts Fuel Creativity and Learning

The arts have the power to transform education both by improving learning of core curriculum and teaching skills like creativity, collaboration, and critical thinking.

GOAL: To promote the development of 21st century skills by ensuring that all children in the region, particularly those that are underserved, have access to multiple arts opportunities

Roles for Organizations and Individuals:

- To provide meaningful arts education opportunities for youth at all grade levels
- To optimize the use of resources already present in school and community settings to support equitable access for youth to meaningful arts education opportunities
- To provide professional development and enrichment opportunities for arts educators
- To develop curricula, materials, and training to support arts integration in all subjects and at all grade levels
- To leverage assets and capacities with other arts organizations to expand impact, access, and sustainability