

# FY20 Sustaining Impact Orientation

Welcome

10/21/19



# BLINK



CINCINNATI & NORTHERN KENTUCKY < OCTOBER 10-13, 2019

Illuminated By

arts  
wave

Funding Arts. Fueling Community.



arts  
wave

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# Agenda

I. Welcome

Alecia Kintner

II. ArtsWave New Brand Guidelines & Expectations

Kathy Debrosse

II. Submittable: ArtsWave New Grant Making Software

Damian Hoskins  
Danielle Martin

III. Reporting Expectations

Damian Hoskins

IV. The Year Ahead

Krista Bondi



# The Impact Team



Danielle Martin  
Grants Coordinator



Damian Hoskins  
VP, Arts Impact



Krista Bondi  
Interim Grants Manager

ArtsWave's New Branding



arts  
wave

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# Brand Mark

As Greater Cincinnati's engine for the arts, ArtsWave is a dynamic, bold brand. And as such, our brand mark is vibrant and vibrating, confident and creative.

# arts

# wave

**Funding Arts. Fueling Community.**

arts  
wave  
Funding Arts. Fueling Community.

arts  
wave  
Funding Arts. Fueling Community.

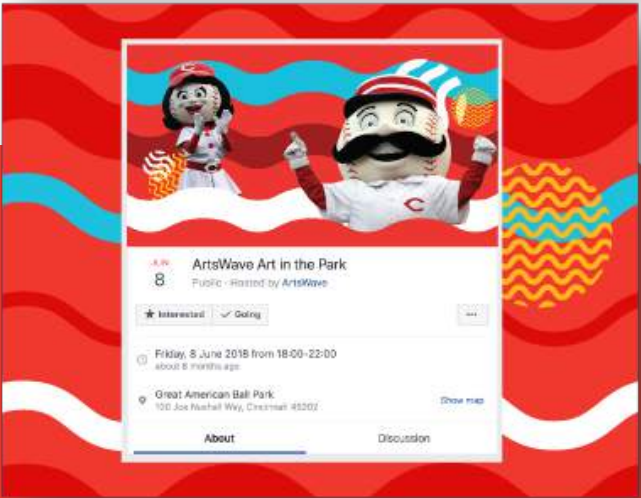


# The Wave

A dynamic asset inspired by our name and our region's topography, the wave gives our brand energy and frequency while visually representing the ripple effect we make across the community.



# Application Examples





# Rebranded Online Presence

arts wave  
Funding Arts. Fueling Community.

ArtsWave is the engine for Greater Cincinnati's arts.

Donations from tens of thousands of individuals and companies create a wave of 100+ arts projects and organizations that connect our region and make it vibrant.

arts News Sign Up Now

bonus Benefits Get Now

arts Events Search Now

Thank You!

Our sincerest thanks to the people of Greater Cincinnati who helped us raise \$12,355,136 for our region's arts in the 2019 ArtsWave Community Campaign!

Give Now

arts wave  
Funding Arts. Fueling Community.

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ArtsWave  
@artswave

Funding Arts. Fueling Community.

About Fundraisers Events Photos

Create Post

Fundraisers

Help raise money for ArtsWave. Create a fundraiser.

arts wave  
@artswave

Supporting over 100 arts organizations in Greater Cincinnati through the generosity of our community. Experience more art with the ArtsWave Pass. ArtsWave.org

Following

arts wave  
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ArtsWave  
@artswave

Funding Arts. Fueling Community.

Tweets Tweets & replies Media

arts wave  
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ArtsWave  
ArtsWave

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Home Images Documents Videos

# Event Collateral

## Pop Up Banners



## Tablecloth



# Brand Expression



- See [ArtsWave.org/Media](https://ArtsWave.org/Media) for new logo and brand guidelines
- Mark needs to be represented in 1.25" in width or larger
- Event programs/Playbills – 1 page of advertising; list partner organizations
- Mention in all advertising
- Curtain speech – February 1 through April 30
- Tag @ArtsWave and #CincyArts
- POWER OF HER
- ArtsWave Pass (May 1) and ArtsWave Days



# Questions & Discussions



# Grantmaking



## Submittable

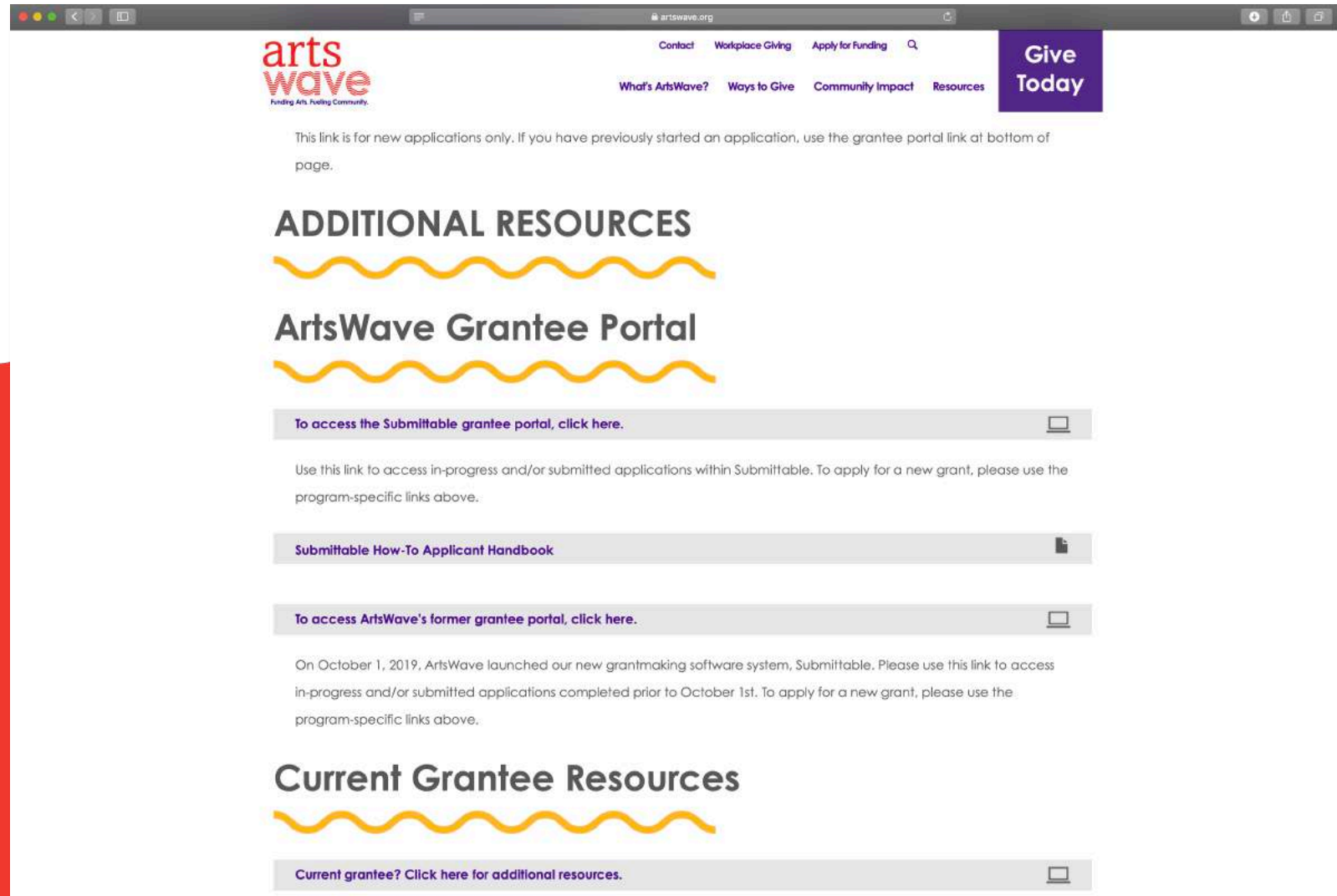
ArtsWave's NEW Grantmaking platform

- ✓ Streamlined functionality
- ✓ Intuitive User Interface
- ✓ Cross browser functionality
- ✓ Better Technical Assistance





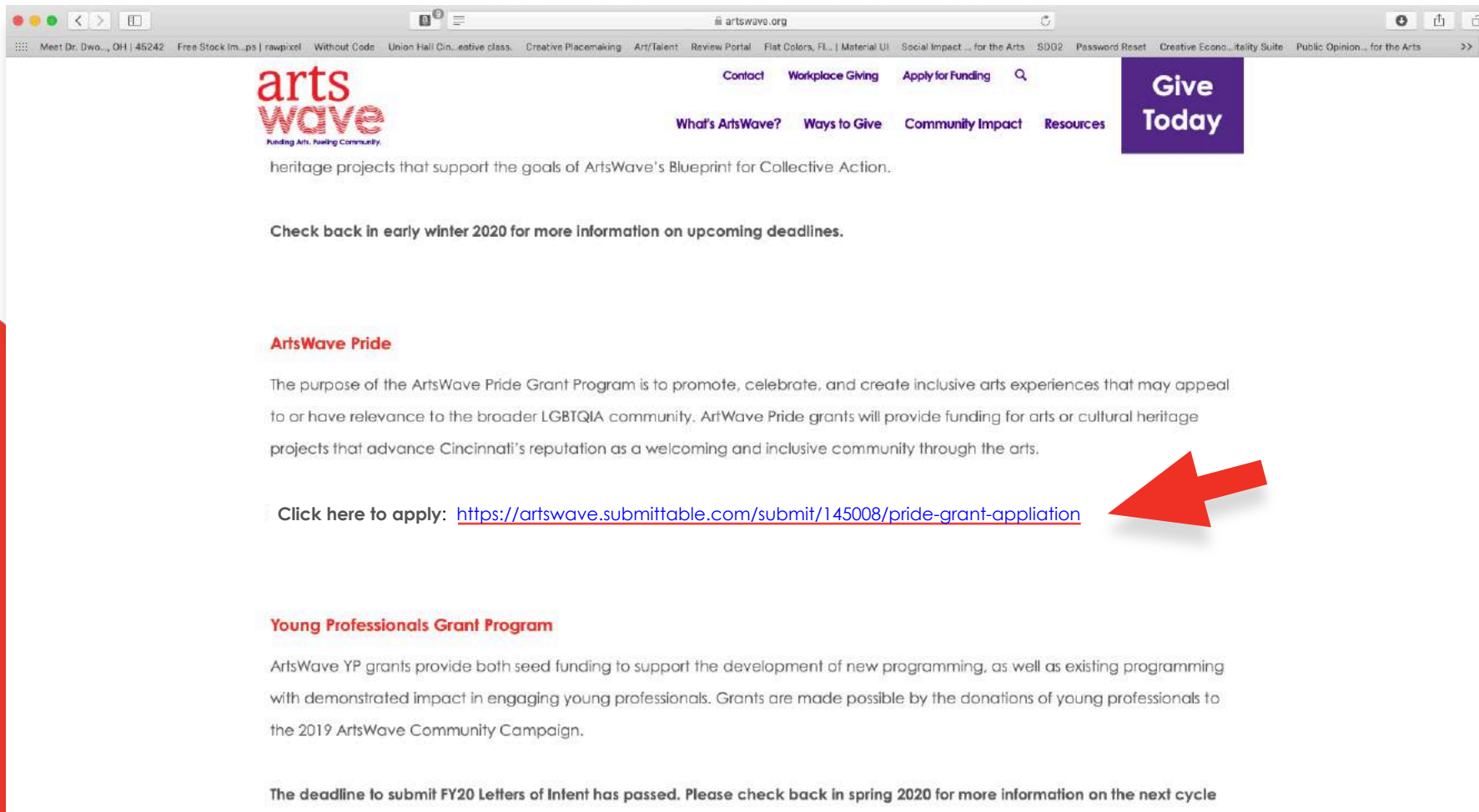
Additional Resources 1. Go to [artswave.org](https://artswave.org) and Click '[Apply for Funding](#)'



How to Apply: 1. Go to [artswave.org](http://artswave.org) and Click '[Apply for Funding](#)'



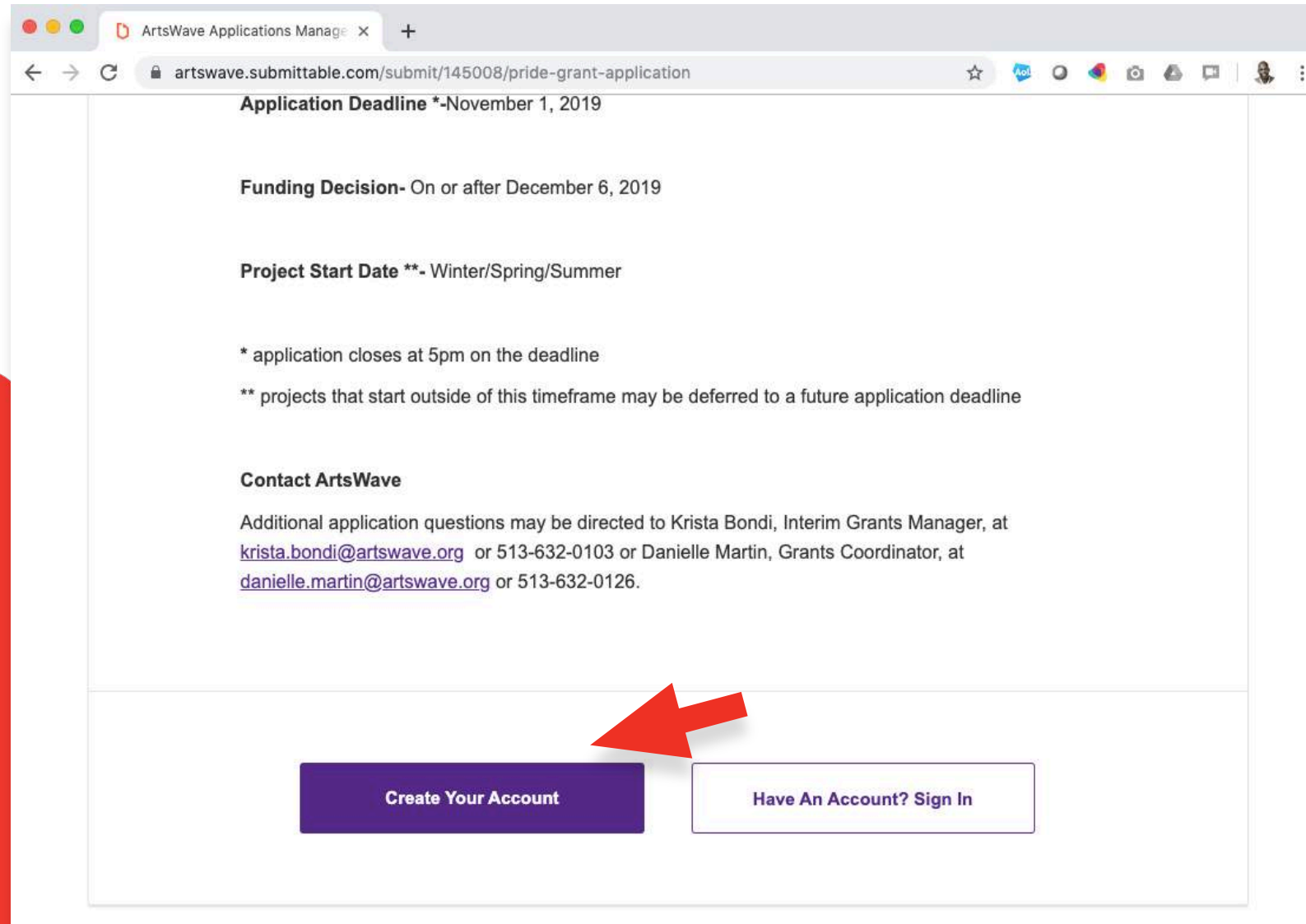
2. Select the grant program to which you would like to apply to and click on the link to apply within the details section. You will then be directed to the online Submittable portal to complete your application.



The screenshot shows the ArtsWave website with the following content:

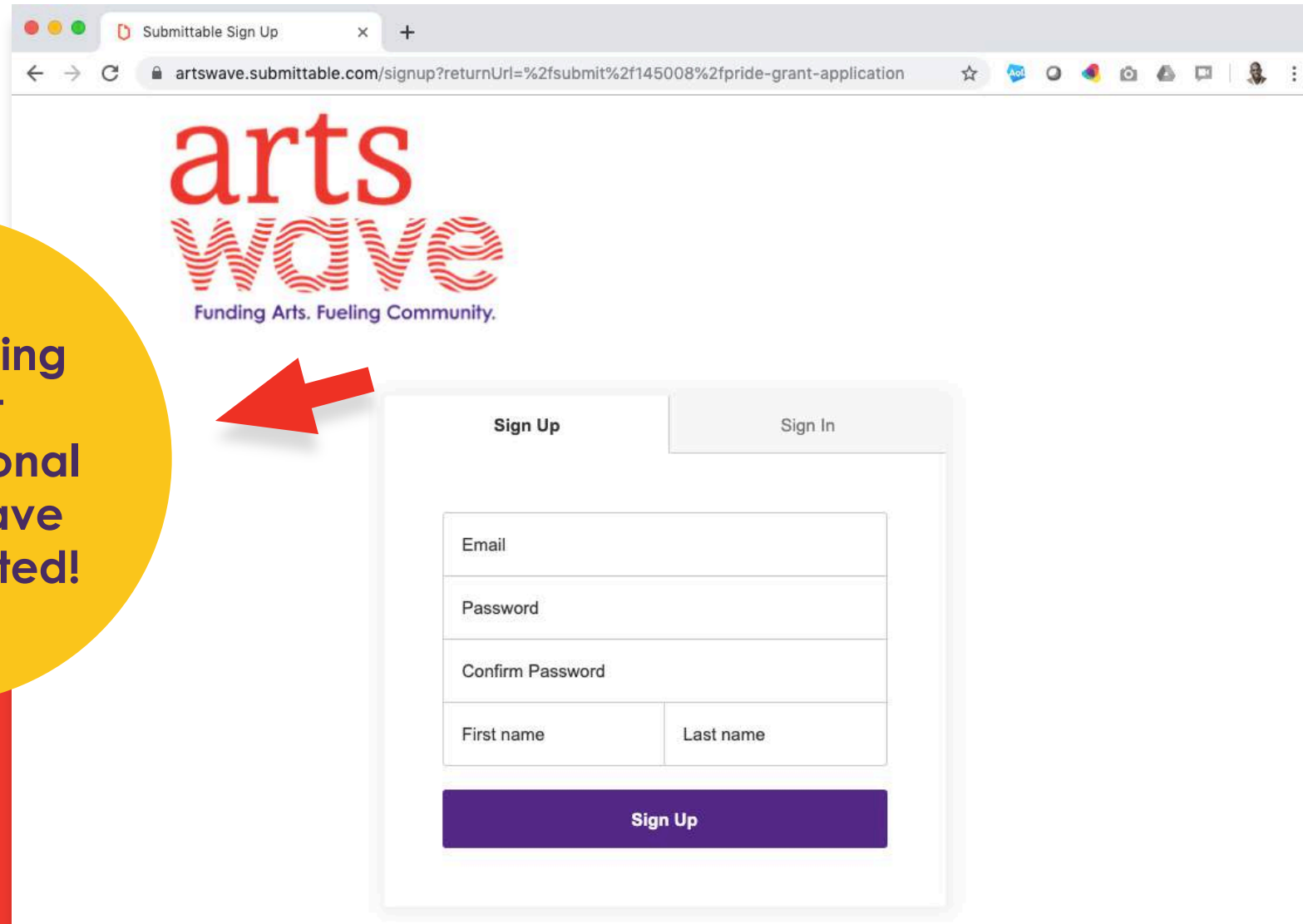
- Navigation menu: Contact, Workplace Giving, Apply for Funding, What's ArtsWave?, Ways to Give, Community Impact, Resources, Give Today.
- Logo: arts wave, Funding Arts. Fueling Community.
- Text: heritage projects that support the goals of ArtsWave's Blueprint for Collective Action.
- Text: Check back in early winter 2020 for more information on upcoming deadlines.
- Section Header: **ArtsWave Pride**
- Text: The purpose of the ArtsWave Pride Grant Program is to promote, celebrate, and create inclusive arts experiences that may appeal to or have relevance to the broader LGBTQIA community. ArtWave Pride grants will provide funding for arts or cultural heritage projects that advance Cincinnati's reputation as a welcoming and inclusive community through the arts.
- Text: Click here to apply: <https://artswave.submittable.com/submit/145008/pride-grant-application>
- Section Header: **Young Professionals Grant Program**
- Text: ArtsWave YP grants provide both seed funding to support the development of new programming, as well as existing programming with demonstrated impact in engaging young professionals. Grants are made possible by the donations of young professionals to the 2019 ArtsWave Community Campaign.
- Text: The deadline to submit FY20 Letters of Intent has passed. Please check back in spring 2020 for more information on the next cycle

3. After reviewing the application guidelines, log in to your account to complete your application. For new users, select 'Create your account' to access the portal.



## Creating Your Account:

1. Creating an account by entering your e-mail, desired password, first and last name. We recommend sharing one login account e-mail for your organization to be used for future applications, grant requirements and communications.



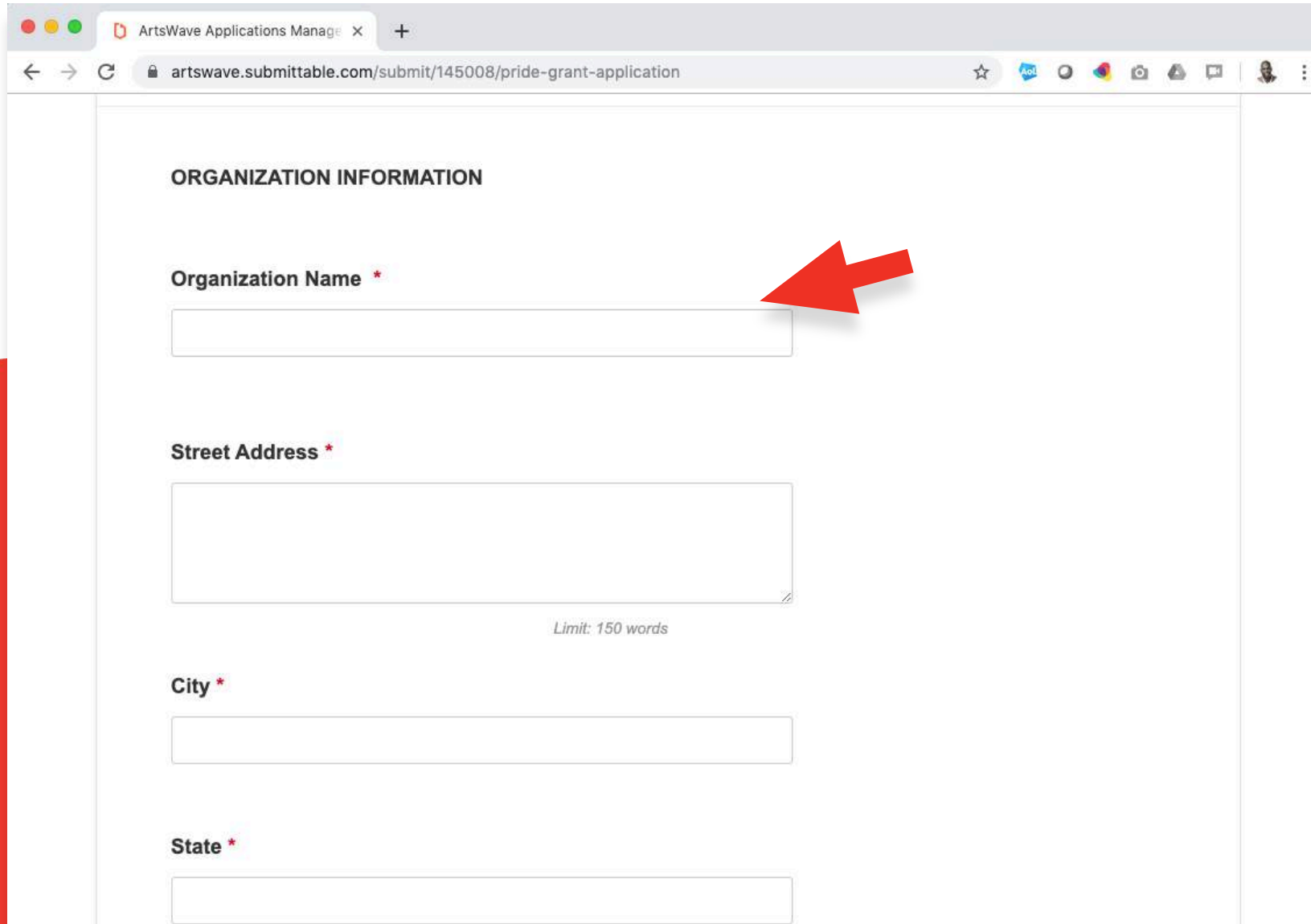
The screenshot shows a web browser window with the URL `artswave.submittable.com/signup?returnUrl=%2fsubmit%2f145008%2fpride-grant-application`. The page features the arts wave logo at the top, which includes the text "arts wave" in red and "Funding Arts. Fueling Community." in blue. Below the logo is a sign-up form with two tabs: "Sign Up" (active) and "Sign In". The form contains the following fields: "Email", "Password", "Confirm Password", "First name", and "Last name". A purple "Sign Up" button is located at the bottom of the form. A red arrow points from the yellow callout bubble to the "Sign Up" tab.

**All Sustaining  
Impact  
organizational  
profiles have  
been created!**



# Completing Your Application:

1. Complete all required fields of the application with all relevant information



ArtsWave Applications Manage x +

artswave.submittable.com/submit/145008/pride-grant-application

### ORGANIZATION INFORMATION

**Organization Name \***

**Street Address \***

*Limit: 150 words*

**City \***

**State \***

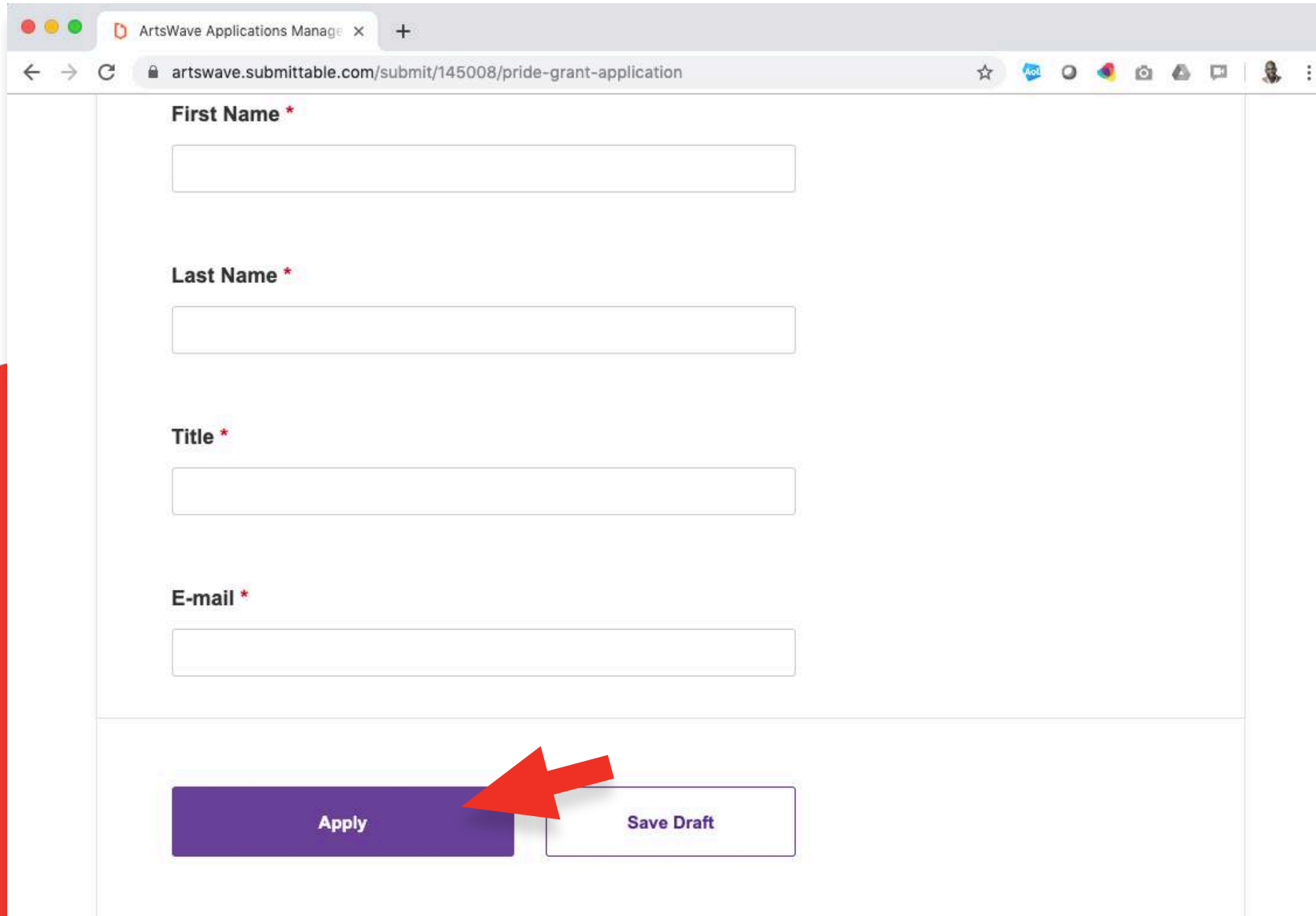
# Completing your Application

You will have the option to save a draft of your application and return to complete at any time prior to the application deadline.



# Completing Your Application:

2. When you are read to submit, select 'Apply'



The screenshot shows a web browser window with the URL `artswave.submittable.com/submit/145008/pride-grant-application`. The form contains the following fields:

- First Name \*** (text input)
- Last Name \*** (text input)
- Title \*** (text input)
- E-mail \*** (text input)

At the bottom of the form, there are two buttons: a purple **Apply** button and a white **Save Draft** button. A red arrow points to the **Apply** button.

## Completing Your Application:

3. You will receive a message stating that your application has been submitted successfully.

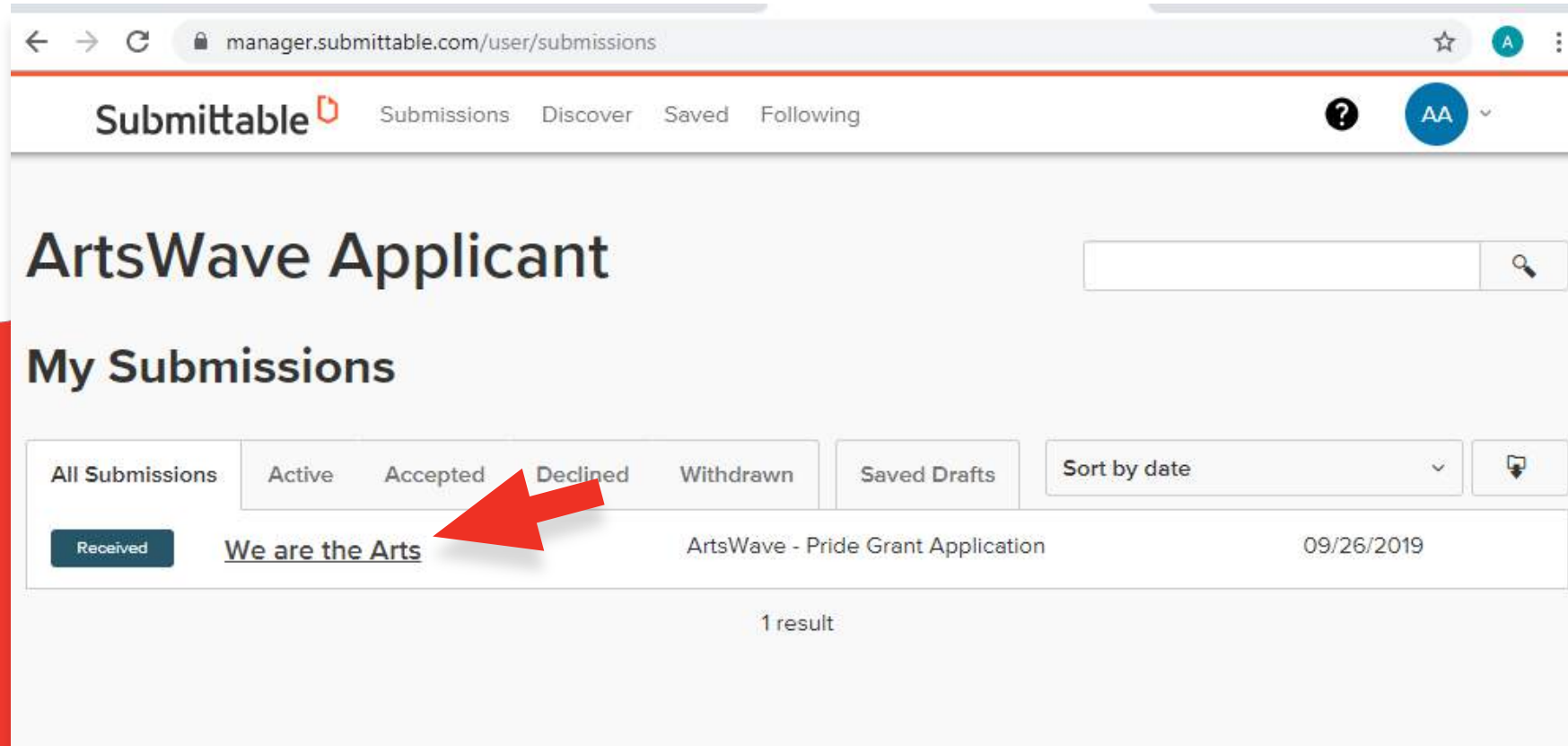


**Success!**

You'll receive updates on your application's status by email.  
You can also check its status at anytime in [your Submittable account](#).

# Checking on the Status of Your Application:

1. You may log in to check on the status of your application at anytime. Upon logging in after a submission, your portal will display as pictured below.



The screenshot shows a web browser window with the URL `manager.submittable.com/user/submissions`. The page header includes the Submittable logo and navigation links: Submissions, Discover, Saved, and Following. A user profile icon with the initials 'AA' is visible in the top right. The main heading is 'ArtsWave Applicant' with a search bar to its right. Below this is the section 'My Submissions'. A filter bar contains tabs for 'All Submissions', 'Active', 'Accepted', 'Declined', 'Withdrawn', and 'Saved Drafts'. A 'Sort by date' dropdown menu is also present. A single submission is listed with a 'Received' status, the title 'We are the Arts', the description 'ArtsWave - Pride Grant Application', and the date '09/26/2019'. A red arrow points to the title 'We are the Arts'. At the bottom of the submission list, it says '1 result'.



# Checking on the Status of Your Application:

1. Your application status will always display within the submissions tab to the left of your application.

manager.submittable.com/user/submissions

Submittable Submissions Discover Saved Following

ArtsWave Applicant

My Submissions

All Submissions Active Accepted Declined Withdrawn Saved Drafts Sort by date

Received We Love the Arts ArtsWave - Pride Grant Application 09/26/2019

1 result

# Checking on the Status of Your Application

Received Status- Submission has been received

In-Progress- Application is currently under review

Accepted- Application Approved

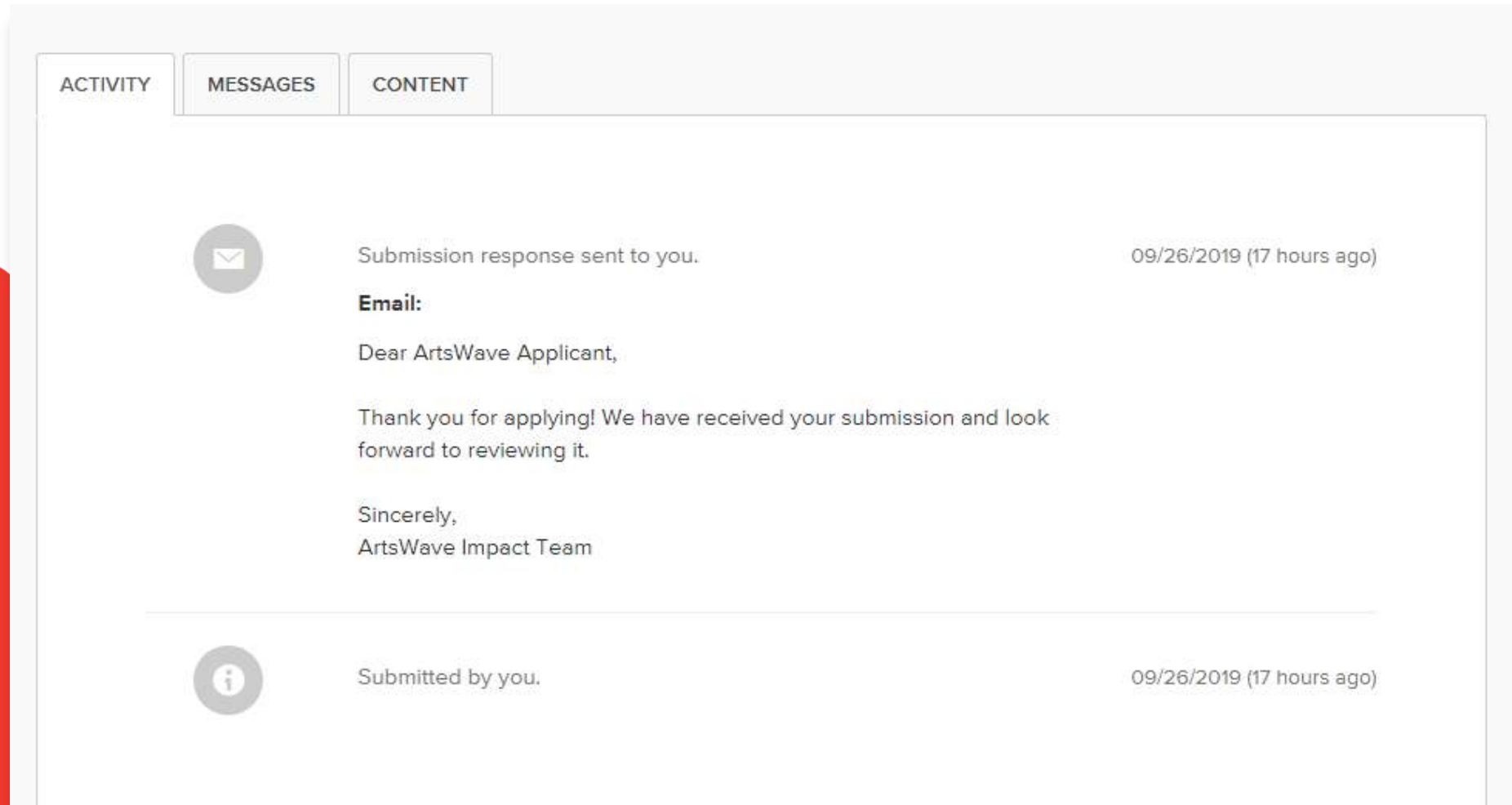
Declined- Application Denied

Complete- All grant requirements have been fulfilled. Grant is now considered closed.




# Checking on the Status of Your Application:

3. Click on your organization link to view full details of your application. Here, you will be able to review all activity regarding your applications, including e-mail communications.



The screenshot displays a user interface for checking application status. At the top, there are three tabs: 'ACTIVITY', 'MESSAGES', and 'CONTENT'. The 'ACTIVITY' tab is selected. Below the tabs, there are two activity items. The first item is a message icon (envelope) with the text 'Submission response sent to you.' and a timestamp '09/26/2019 (17 hours ago)'. Below this is an email preview with the subject 'Email:', the salutation 'Dear ArtsWave Applicant,', the body text 'Thank you for applying! We have received your submission and look forward to reviewing it.', and the signature 'Sincerely, ArtsWave Impact Team'. The second activity item is an information icon (i) with the text 'Submitted by you.' and a timestamp '09/26/2019 (17 hours ago)'.

ACTIVITY MESSAGES CONTENT

 Submission response sent to you. 09/26/2019 (17 hours ago)


**Email:**

Dear ArtsWave Applicant,

Thank you for applying! We have received your submission and look forward to reviewing it.

Sincerely,  
ArtsWave Impact Team

---

 Submitted by you. 09/26/2019 (17 hours ago)

# Checking on the Status of Your Application:

4. Within the messages tab, you will be able to see all communications. You will also be able to directly message any member of the Impact team within this tab.

ACTIVITY | MESSAGES | CONTENT | FORMS [Download](#) | [Remove](#)

**New Message**

3 hours ago

**From:** ArtsWave  
**To:** ArtsWave Applicant  
**Subject:** A new requirement form has been added to your account

Please log in using the link below to complete your requirement form.  
[artswave.submittable.com/login](http://artswave.submittable.com/login)

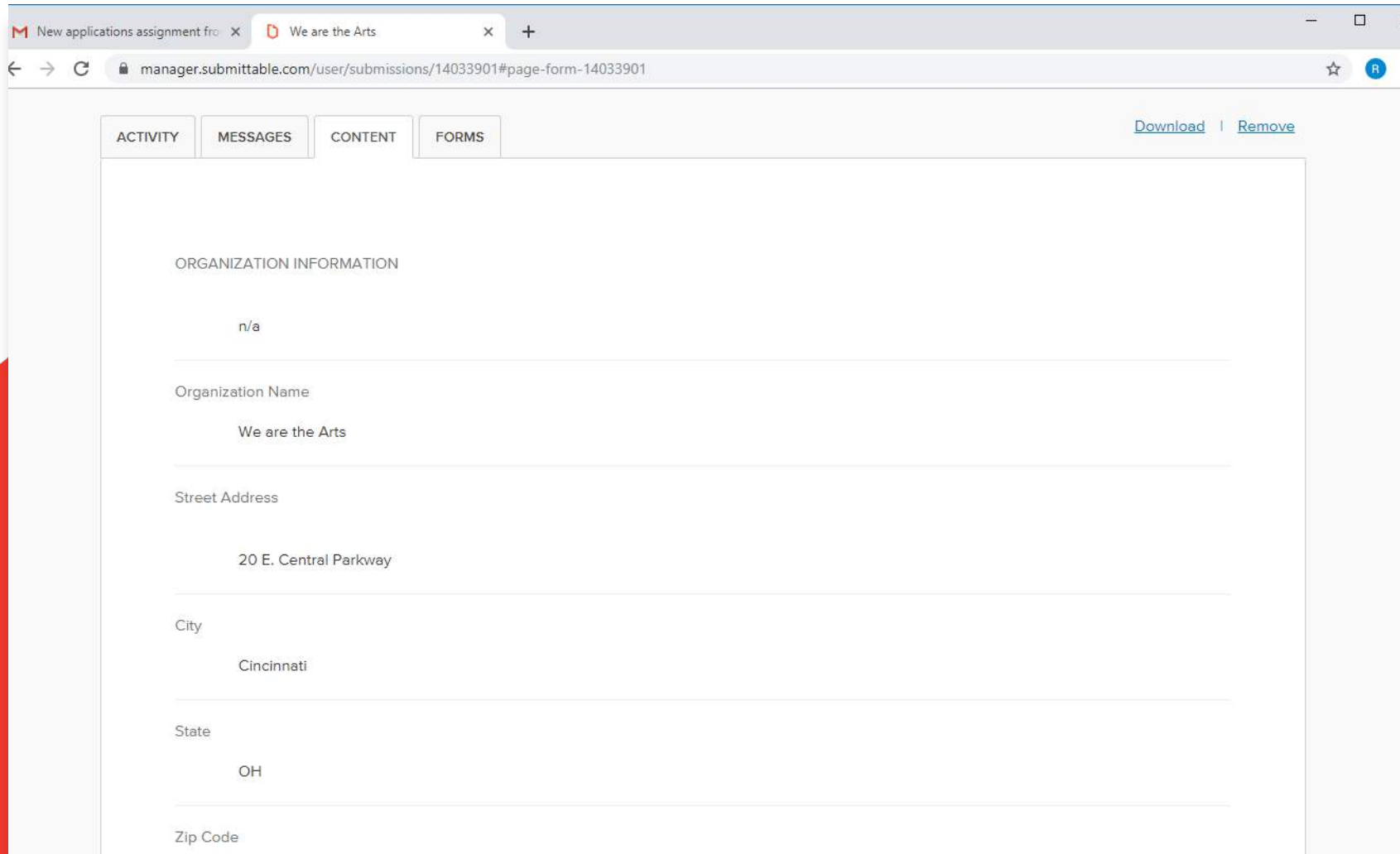
**Reply**

3 hours ago

**From:** ArtsWave  
**To:** ArtsWave Applicant  
**Subject:** Update on your application to ArtsWave's Pride Grant Program

# Checking on the Status of Your Application:

5. Within the content tab, you will be able to see all of the contents of your application.



The screenshot shows a web browser window with two tabs: "New applications assignment fro..." and "We are the Arts". The address bar displays "manager.submittable.com/user/submissions/14033901#page-form-14033901". The page has a navigation bar with tabs for "ACTIVITY", "MESSAGES", "CONTENT" (which is selected), and "FORMS". In the top right corner of the content area, there are links for "Download" and "Remove".

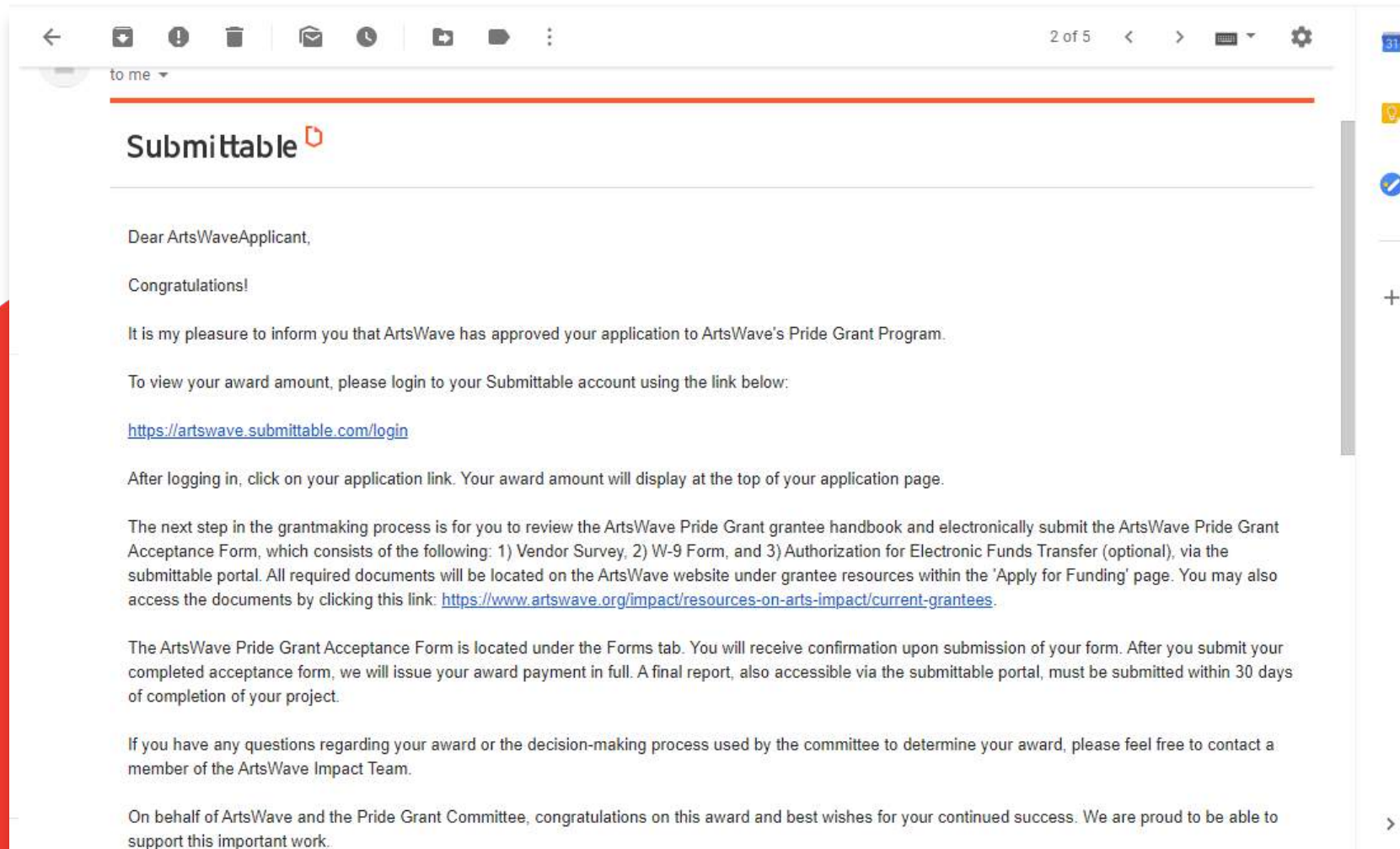
The main content area is titled "ORGANIZATION INFORMATION" and contains the following fields:

- n/a
- Organization Name: We are the Arts
- Street Address: 20 E. Central Parkway
- City: Cincinnati
- State: OH
- Zip Code:



# Application Approval

1. Once an application has been approved, you will receive an approval e-mail notification.



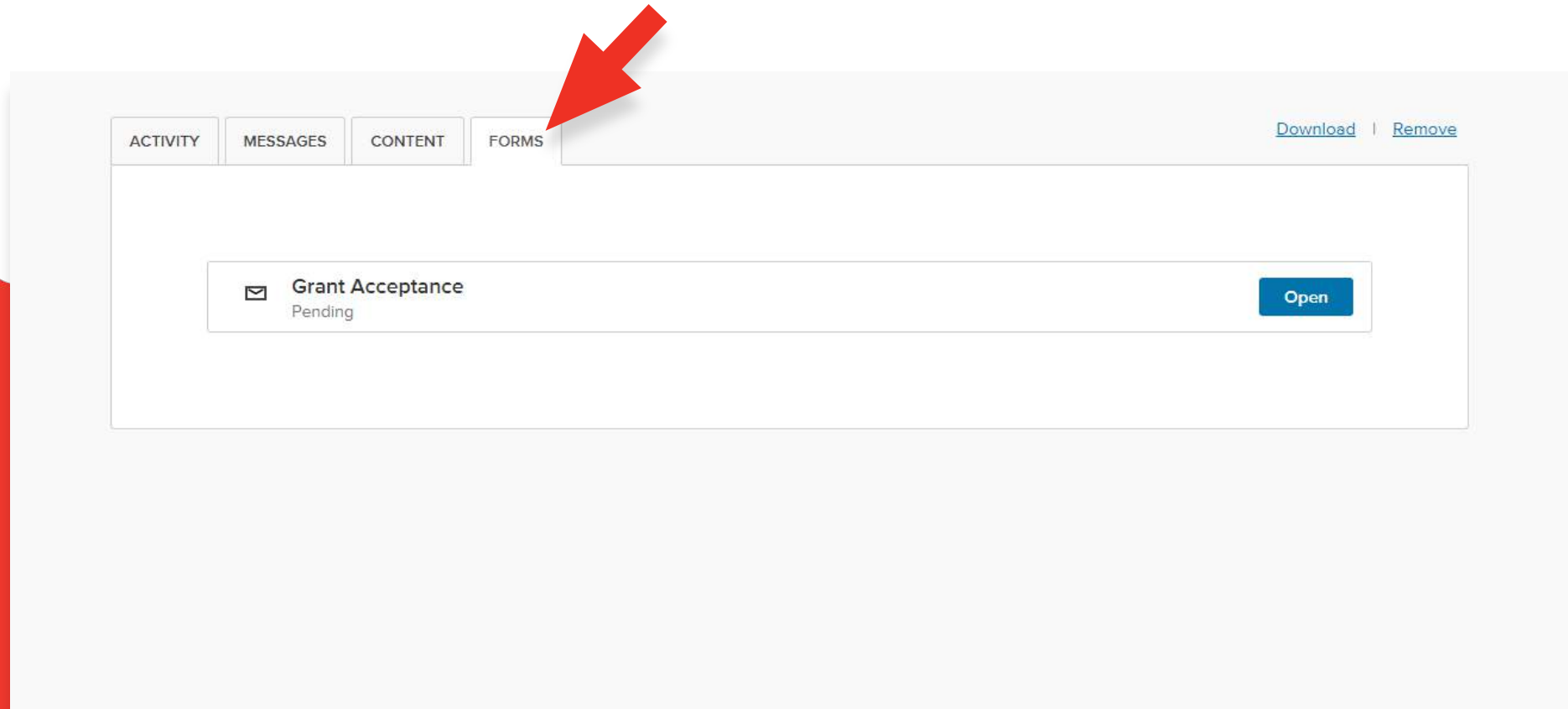
# Application Approval

2. Log in to your submittable account to view award amount and complete any additional forms/requirements. Award amount will be displayed at the top of your application.

The screenshot shows a web browser window with the URL `manager.submittable.com/user/submissions/14033901#page-form-14033901`. The page header includes the Submittable logo and navigation links for Submissions, Discover, Saved, and Following. The main content area features a green 'Accepted' badge with a checkmark and the date '9/27/2019'. The application title is 'We are the Arts', and it was submitted to 'ArtsWave - Pride Grant Application' on 09/26/2019 (23 hours ago). Below this, there are tabs for 'ACTIVITY', 'MESSAGES', 'CONTENT', and 'FORMS'. To the right of these tabs are links for 'Download' and 'Remove'. The 'Amount Funded' is listed as '\$6,000'. Below this is a section for 'ORGANIZATION INFORMATION' with the value 'n/a'. At the bottom, the 'Organization Name' is 'We are the Arts'. A large red arrow points to the '\$6,000' amount.

# Additional Forms and Requirements

2. After your application has been approved, you will need to complete a grant acceptance form before funds can be distributed. The grant acceptance form will include acceptance and acknowledgement of guidelines within the grantee handbook and attachments of the organization's 1.) W-9 form, 2.) Vendor Survey and 3.) EFT (Electronic Funds Transfer) form (optional). You may access the requirement form within the forms tab on your submissions page.



# Additional Forms and Requirements



Funds will be distributed on the **5<sup>th</sup>** and **20<sup>th</sup>** of the month in alignment with ArtsWave pay schedule.

Of Note:

- ArtsWave uses a batch funding distribution process with daily monetary limits
- If your quarterly payment is not direct-deposited on the 5<sup>th</sup> or 20<sup>th</sup> please wait 3-5 business days.
- After which , please contact **Krista Bondi**



# Contact Information

## Contact Resources

Submittable Support

[support@submittable.com](mailto:support@submittable.com)

ArtsWave Impact Team

[impact@artswave.org](mailto:impact@artswave.org)

[danielle.martin@artswave.org](mailto:danielle.martin@artswave.org)

[Krista.bondi@artswave.org](mailto:Krista.bondi@artswave.org)





# Grantmaking

## Data Collection/ Reporting

Collection, analysis and reporting of quantitative and qualitative data, which demonstrates organizational capacity to deliver impact.

“What, So what, Now what?”



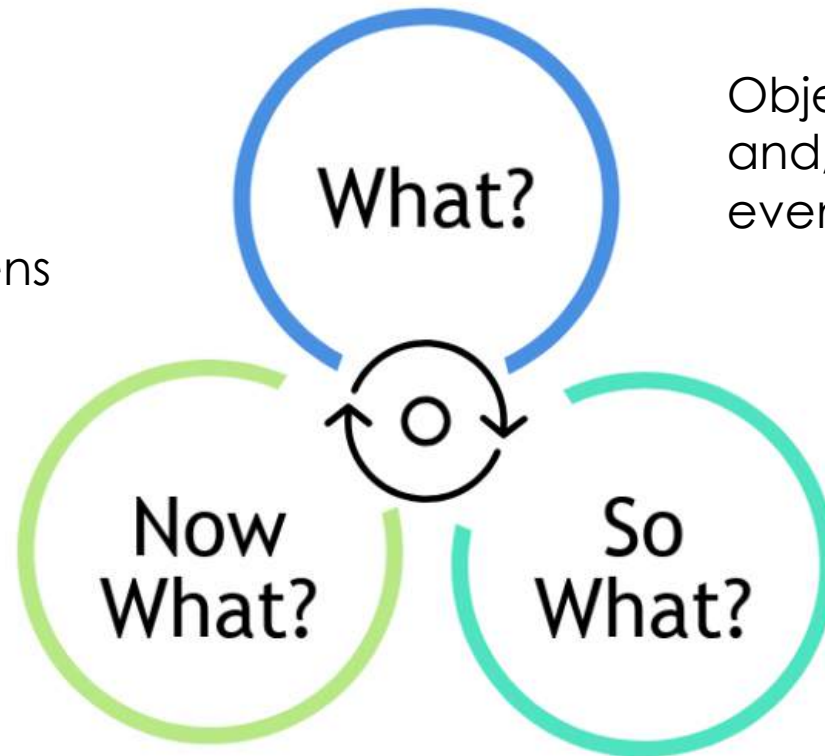


# ArtsWave Reporting Process

## Critical Reflection

The program evaluation lens

What actions can and or should be taken that will lead to desired outcomes



Objective reporting on the facts and/or details of the event/experiences

Analysis of quantitative data to draw assumptions and make inference

# ArtsWave Reporting Process



The quarterly progress reports will be comprised of **Activity Tracking** as well as **Impact Stories**. The Activity Tracking will be the collection of quantitative output data aligned to the Blueprint indicators while the Impact Stories will be an outcomes-focused articulation of a program, initiative or activity that helps to demonstrate impact and explain alignment to broader community goals, expressed in the Blueprint.

# Reporting: Activity Measures

Arts Put Cincinnati on the Map	Arts Deepen roots in the Region	Arts Bridge Cultural Divides	Arts Enliven Neighborhoods	Arts Fuel Creativity & Learning
Total # of Patrons	Total # Patrons Under 40	Total # Non-White Patrons	Total free/low cost arts opportunities	Total # youth served annually
Total # Of Arts Experiences	Total # Arts Opportunities for YP's	Total # of events where artistic direction or execution is primarily by/of or for people of color	Total people served free/low cost Arts opportunities	Total # Pre-K youth served annually
Total annual paid audience			Total Communities Served	Total # arts enrichment opportunities
Total Annual paid audience outside the region				Total # arts integration opportunities

# Reporting: Activity Measures

The activity data process and resources

The screenshot shows an Excel spreadsheet with the following content:

Section	Description
Year End Summary	Use this worksheet to provide summary data for your most recently completed fiscal year. This worksheet should be completed once a year within 90 days of the end of your organization's fiscal year.
Paid Audience	Use this worksheet to track data on your paid/ticketed audience. For performing arts organizations, audience data should be reported at the end of the production.
School-Based Arts Education	Use this worksheet to track activities with schools around the region. Do not include activities with schools outside of the region.
Other Arts Education	Use this worksheet to track all other activities with youth. Do not include activities that took place outside of the region or with youth from outside of the region.
Community Outreach & Engagement	Use this worksheet to track activities throughout the region that are open to the general public and low or no cost. Do not include activities that took place outside of the region or with people from outside of the region.

At the bottom of the spreadsheet, there is a red text instruction: "Please do not reorder, add columns, or otherwise alter the format of this report."

The screenshot shows an Excel spreadsheet with the following content:

	A	B	C	D	E	F	G	H
1	Year End Summary							
2	Fiscal Year:							
3	Total Paid Audience:							
4	Demographic Composition							
5	Age	% of paid audience						
6	Less than 18							
7	18-40							
8	41-64							
9	65 and older							
10	Race/Ethnicity	% of paid audience						
11	White, non-Hispanic							
12	Black or African American, non-Hispanic							
13	Hispanic/Latino							
14	Asian							
15	Other							
16	Geography	% of paid audience						
17	Outside of Region							
18	City Core							
19	Outside of I-275							
20	West of I-75							
21	NIKY							
22	IN							
23	Arts Education							
24	Total number of schools served							(This should be an unduplicated count.)
25	Total number of school-based arts education opportunities provided							
26	Total number of other arts education opportunities provided							

# Reporting: Indicator Data

Reporting indicator data in Submittable

**FY2020 Sustaining Impact Quarterly Report-(2)**

Organization Name \*

Activity Spreadsheet

Please upload a completed Activity Spreadsheet. A blank form can be found on the Current Grantees page of the ArtsWave website which can be accessed using the Grantee Forms link at the top of the page.

Activity Spreadsheet timeframe should only include activities from October 1st-December 30th, 2019.

Please upload Activity Spreadsheet here \*

Choose File

Upload a file. No files have been attached yet.

Acceptable file types: csv, doc, docx, ods, pdf, rtf, xls, xlsx, ppt, pptx, gif, jpg, png, svg, tif, xls, xlsx

Photographs

Please upload between 1-5 photographs that showcase how your work is contributing to the goals of the Blueprint for Collective Action.

Photograph #1 \*

Choose File

Upload a file. No files have been attached yet.

Acceptable file types: csv, doc, docx, ods, pdf, rtf, xls, xlsx, ppt, pptx, gif, jpg, png, svg, tif

Brief Description of Photograph #1 \*

Jolene from Submittable  
Hi Damian, Did you know 1000s of Submittable customers collect payments via their forms? 🙌

**Indicator Data**

All organizations should report indicator data w/in their selected Blueprint goals. Regional \$1M+ organizations should submit data for all indicators in all Blueprint goals.

**Blueprint Goal**

- Arts Put Cincinnati on the Map
- Arts Deepen Roots in the Region
- Arts Bridge Cultural Divides
- Arts Enliven Neighborhoods
- Arts Fuel Creativity & Learning

**Total # of paid audience members**

Limit: 750 words

**Total # of paid audience members from outside the region**

The region is defined as the 15 counties in Southwestern Ohio, Northern Kentucky, and Southeastern Indiana that comprise the Cincinnati-Middletown, OH-KY-IN Metropolitan Statistical Area. For a complete list of counties, refer to the Glossary.

**Arts Put Cincinnati on the Map Impact Story**

Choose File

Upload a file. No files have been attached yet.

Acceptable file types: csv, doc, docx, ods, pdf, rtf, xls, xlsx, ppt, pptx, gif, jpg, png, svg, tif, epub, key, mobi, mus, m4a, ppt, pptx, srt, xls, xlsx, zip

Jolene from Submittable  
Hi Damian, Did you know 1000s of Submittable customers collect payments via their forms? 🙌

# Reporting: Impact Stories



As a part of each progress 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.

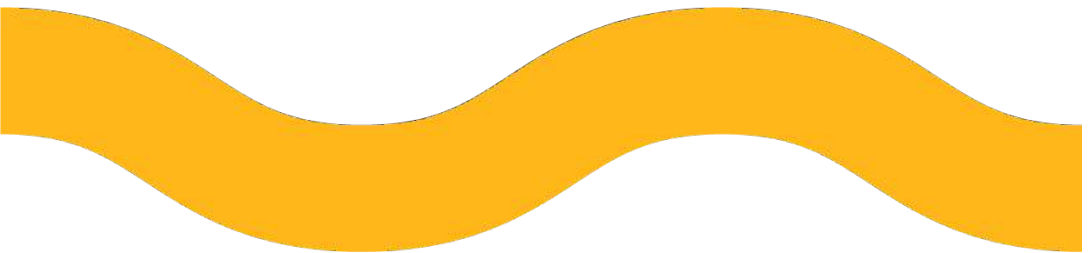




# Reporting: About Impact Stories



Impact Stories are intended to combine qualitative and quantitative data to **illustrate the impact** of key programs, initiatives and/or activities, helping to articulate why the arts matter in our region.



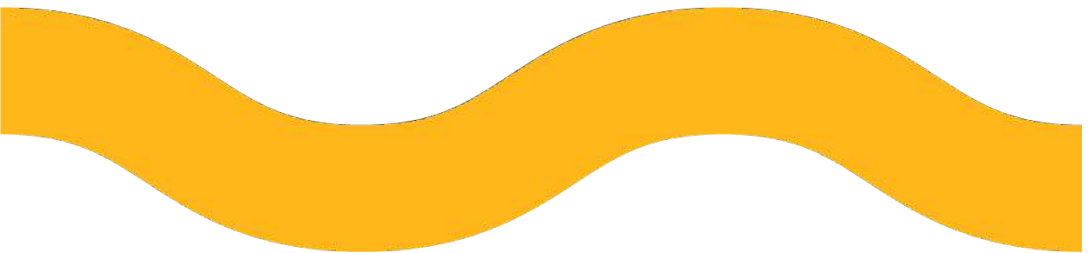
# Reporting: Impact Stories



- Large Organizations will submit **5 Impact Stories** for FY20.
- 2 Impact Stories are due on **January 15th**, the second quarterly report of FY20.
- 3 Impact Stories are to be submitted on **April 15** serving as key supportive documents during the **grant renewal process**.

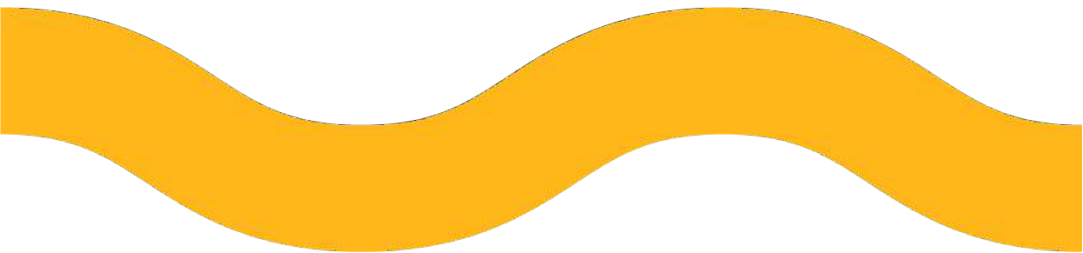
# Reporting: Impact Stories



- Mid-Sized and Small organizations are required to submit at least 2 Impact Stories for FY20.
  - The first Impact Story for the Midsized and Small organizations is to be submitted on **January 15**
  - The second Impact Story is due on **April 15**, in conjunction with the quarterly report as supportive documents during the **grant renewal process.**
- 

# Reporting: About Impact Stories



- Minimum one page in length, maximum one page front and back
  - Program Objective
  - Brief Program Summary
  - Aligned Blueprint Goal(s)
  - Program Specific Activity Data
  - Outcomes Aligned to Broader Community Goals
  - Royalty Free Images
- 



# Grant Renewal

High Level Overview:

- Financials
- DEIA
- Grant Renewal Review Committee

Conversations

- Key Dates



# Grant Renewal-Overview



ArtsWave funded organizations expecting to receive continued funding 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.

*(See the Grant Recipient Handbook for further details)*





# Grant Renewal- Key Dates



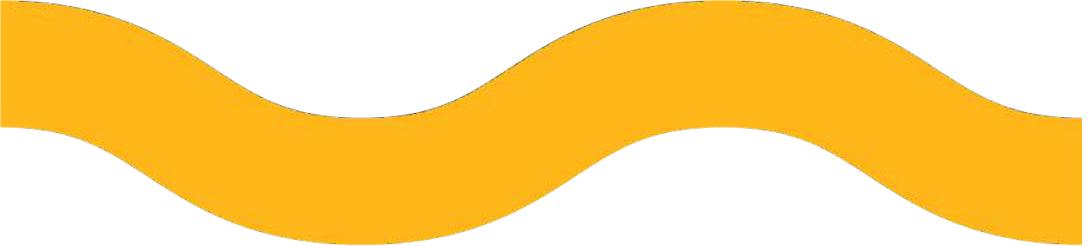
## Important Dates

- **Grant Renewal Workshop Webinar-  
January 2020**
- Grant Renewal Application Deadline –  
April 15th (aligned with quarterly report)
- Panel Discussion — May 2020
- Renewal Decision — June 22nd

# Grant Renewal



## Financial Review

- Organizational Information
  - Financial Questions
  - Financial Reporting
  - Variance Explanation Form
  - Financial Audit and Operation to Audit Reconciliation Form or 990
  - Statement of Assurances
- 

# Grant Renewal



## Statement on Cultural Equity

ArtsWave believes that strong arts create strong communities, and actively seeks to promote access, equity, and inclusiveness in its grantmaking. ArtsWave will not award grant support to organizations that, in their constitution, bylaws, or practices, discriminate against a person or group because of age, race, national origin, ethnicity, gender, disability, sexual orientation, political affiliation, or religious belief. In doing so, we seek to promote respect for all people.

# Grant Renewal



## Statement on Cultural Equity

Cultural Equity embodies the values, beliefs, policies and practices that ensure that all people can fulfill their rights of cultural expression and belonging, participation, learning, and livelihood within the arts ecosystem.

This includes specific commitment to people who have been historically underrepresented in mainstream arts funding, discourse, leadership and resource allocation; including, but not limited to, people of color, people of all ages, differently abled people, LGBTQ people, women, and the socio-economically disadvantaged.

# Grant Renewal



## Statement on Cultural Equity

ArtsWave believes:

- Artists and cultural creators have a unique role in challenging inequity and imagining new and more just realities.
- Cultural equity is critical to the long-term viability of the arts sector.
- Everyone deserves equal access to a full, vibrant creative life, which is essential to a healthy and connected community.

# Grant Renewal



## Diversity, Equity, Inclusion & Access 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 are asked to submit this plan with the Quarterly Report due on July 15, 2020.



# Grant Renewal



## Diversity, Equity, Inclusion & Access Requirements

- By the End of Year 2 (FY2021): All Boards of Directors of Sustaining Impact grant recipients should have racially and/or ethnically diverse representation.
- Organizations will be required to submit Board demographic data with the Quarterly Report on July 15, 2021.

# Grant Renewal



## Diversity, Equity, Inclusion & Access Requirements

- By the End of Year 3 (FY2022): If necessary, efforts to diversify artistic and professional staffs will have been made and documented.
- Organizations will be required to submit artistic and professional staff demographic data with the Quarterly Report on July 15, 2022.

# Grant Renewal



## Diversity, Equity, Inclusion & Access Requirements

For resources and toolkits on Diversity, Equity Inclusion and Access in the Arts please go to:

### Additional Resources

<https://www.artswave.org/apply-for-funding>




# Important Dates



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- **Blueprint Lunch & Learn — November 5**
  - Grant Renewal Workshop Webinar- January 2020
  - Grant Renewal Application Deadline – April 15th  
(aligned with quarterly report)
  - Panel Discussion — May 2020
  - Renewal Decision — June 22<sup>nd</sup>
  - Board Approved DEIA Plan due — July 15, 2020
  - Initial Quarterly Grant Payment —Mid October, 2020
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# Questions & Discussions







# Thank You.