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# **Sustaining Impact Grant Recipient Handbook**



**FY2017 – FY2019**

(Updated 06/22/2018)

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# 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 FY2017-FY2019. 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 are available for download at [www.ArtsWave.org/about/media-resources](http://www.ArtsWave.org/about/media-resources).

Please use the logo with its rings and tagline when possible. When the logo will be on printed materials, appearing less than 2 inches in width, use the brandmark without rings or tagline. The logo should never appear at a size less than ¾ inch. The tagline proportion and placement should never be altered.

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 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.

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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 almost 40,000 contributors to the ArtsWave Community Campaign.”

### **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 almost 40,000 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 [www.ArtsWave.org](http://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.

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## 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 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 progress reports through GIFTS Online. We encourage you to send us press releases, copies of publications or media coverage that mention your grant.

## **ArtsWave Community Campaign**

In August via GIFTS Online, 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, such items as tickets/offers for employee campaign raffles, campaign speakers, and trivia questions, along with ArtsWave ArtsPass offer(s). 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
- 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.)

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- Recruitment of enthusiastic staff and/or artists for presentations on behalf of 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 those companies who contribute \$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.
- 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.

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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 all 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. From time to time, Sustaining Impact grantees also may be asked to provide space for ArtsWave Partner meetings/events at a reduced rate.

### 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](http://ArtsWave.org/Guide) and [CincyArtsandSTEM.org](http://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 have the most comprehensive and exciting array of arts experiences possible in our public database at all times.

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 no later than May 1, 2019.

### **Professional Development Opportunities**

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

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

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## **Progress Reports**

To support ArtsWave's ability to be accountable to our donors, to provide current information about our grantees and to make strategic programmatic decisions using ArtsAtlas, grantees are asked to submit regular progress reports via GIFTS Online throughout the grant period. The quarterly progress reports will be comprised of activity tracking and summaries, as well as photographic documentation of activities. Additionally, organizations who received a "Probationary" rating during the Financial Review process may be asked to give periodic updates of financial information.

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

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

### Photographs

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 progress report, we ask grantees to submit at least three photographs that showcase the impact of their work in the community. ArtsWave will assume that we have permission to use and share these photographs 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).

## **Annual Grant Review**

Sustaining Impact Grants are 3-year awards contingent upon campaign and organizational performance. Because this is the last year of a 3-year grant cycle, grantees will participate in a full application review in spring 2019 to receive a new 3-year grant award. Full application guidelines and instructions will be released in late 2018.

In order to continue to receive funding from ArtsWave in FY19, 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 in April, grantees must complete a certification of eligibility. In order to continue to be eligible for Sustaining Impact funding, a grantee must meet all of the following criteria:

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- 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
  - Have a 501(c)3 tax status for five or more years for the Community Based and Regional with budget <\$1M funding categories OR 10 or more years for the Regional with budget \$1M+ funding 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

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 EFT 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 be making quarterly distributions of your award amount beginning mid-October in alignment with the following NEW data reporting deadlines:

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

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



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## **APPENDIX A: Key Grantee Deadlines**

<b><u>DATE</u></b>	<b><u>GRANTEE REQUIREMENT</u></b>
August 31, 2018	Grant Acceptance due Organizational Contacts due Board List due Community Campaign Materials due
October 15, 2018	Quarterly Progress Report due
December 1, 2018	Deliver ticket vouchers to ArtsWave
January 15, 2019	Quarterly Progress Report due / Proof of Recognition due
April 3, 2019	FY20 Full Application due
April 15, 2019	Quarterly Progress Report due
May 1, 2019	ArtsWave Pass Offers due
July 15, 2019	Quarterly Progress Report due / Proof of Recognition due

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## APPENDIX B: ArtsWave Contact List

### Annual Grant Review

Kara Shibiya  
513.632.0128  
[kara.shibiya@artswave.org](mailto:kara.shibiya@artswave.org)

### Art in the Park

Ryan Strand  
513.632.0148  
[ryan.strand@artswave.org](mailto:ryan.strand@artswave.org)

### ArtsAtlas

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

### ArtsWave Pass

Andre DuBois  
513.632.0133  
[andre.dubois@artswave.org](mailto:andre.dubois@artswave.org)

### ArtsWave Community Campaign

Lisa Wolter  
513.632.0127  
[lisa.wolter@artswave.org](mailto:lisa.wolter@artswave.org)

### ArtsWaveGuide/Cincy Arts & STEM

Zach Moning  
513.632.0134  
[zach.moning@artswave.org](mailto:zach.moning@artswave.org)

### Grantee Portal/GIFTS Online

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

### Grant Payments

Kara Shibiya  
513.632.0128  
[kara.shibiya@artswave.org](mailto:kara.shibiya@artswave.org)

### Recognition of ArtsWave Grant

Kathy Debrosse  
513.632.0119  
[kathy.debrosse@artswave.org](mailto:kathy.debrosse@artswave.org)

### ArtsWave Partner Recognition

Lisa Wolter  
513.632.0127  
[lisa.wolter@artswave.org](mailto:lisa.wolter@artswave.org)

### Program/Playbill Advertisements

Zach Moning  
513.632.0134  
[zach.moning@artswave.org](mailto:zach.moning@artswave.org)

### Progress Reports

Kara Shibiya  
513.632.0128  
[kara.shibiya@artswave.org](mailto:kara.shibiya@artswave.org)

### ArtsWave Days

Kathy Debrosse  
513.632.0119  
[kathy.debrosse@artswave.org](mailto:kathy.debrosse@artswave.org)

### Speaker's Bureau

Ryan Strand  
513.632.0148  
[ryan.strand@artswave.org](mailto:ryan.strand@artswave.org)

### All Other Questions

Kara Shibiya  
513.632.0128  
[kara.shibiya@artswave.org](mailto:kara.shibiya@artswave.org)

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## **APPENDIX C: ArtsWave Partners for FY2019\***

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 Bank Foundation

GE

Macy's, Inc.

Cincinnati Bell

The Kroger Co.

Duke Energy

Western & Southern Financial Group

Cincinnati Children's Hospital Medical Center

Cincinnati Business Courier\*

Enquirer Media\*

Great American Insurance Group

Ohio National Financial Services

U.S. Bank

The Cincinnati Insurance Companies

The H.B., E.W. and F. R. Luther Charitable Foundation, Fifth Third Bank and Narley L. Haley, Co-Trustees

PNC

Convergys Corporation

The E.W. Scripps Company and Scripps Howard Foundation

\*Includes in-kind support

\*\*Listed in order of size of donation