
FY2022 Circle's African American Arts Grantee Handbook



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The purpose of this handbook is to outline the grantee expectations and requirements for the Circle's African American Arts grantees in FY2022. By accepting funding, an organization agrees to adhere to the grant recipient guidelines outlined in this document.

Grant Recognition Guidelines

The ArtsWave Community Campaign receives contributions from generous individuals, businesses, 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 programs supported by this grant. 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 grant recipients to credit ArtsWave in all promotional materials for the funded programming including, but not limited to: programs, calendars, postcard announcements, invitations, news releases, radio and television spots, social media posts, e-communications, signage, vehicles, street banners, and box office windows.

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. The only exception is in email addresses or website URLs, which use all lowercase: "artswave.org." ArtsWave brandmarks and full brand guidelines are available for download at 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 the ArtsWave logo on the title page of all programs, in a size at least 1.25 inches in width where possible. Logo size and placement should be proportional to ArtsWave's support comparative to other sources of funding.

When 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 of contributors to the annual ArtsWave Campaign, the region's primary source for arts funding."

Newspaper/Magazine Advertising

Any advertising placed by a grantee that credits a specific funding source, regardless of size or length, should also credit ArtsWave. The size of the ArtsWave acknowledgment

should be proportional to ArtsWave's share of annual support — 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 annual ArtsWave Campaign the region's primary source for arts funding."

Event Signage

For a temporary exhibition, event or performance, wall text must include ArtsWave with other major public, private and corporate sponsors. If there is no wall text, organizations may place a sign near the entrance to the exhibition or event crediting ArtsWave as follows: "Supported by the generosity of community contributions to the annual ArtsWave Campaign, the region's primary source for arts funding."

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, 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. Grantees are encouraged to invite ArtsWave as a co-host for events on Facebook when possible.

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 annual ArtsWave Campaign, the region's primary source for arts funding." If an announcement is not possible, organizations may place a sign at the entrance of the event.

Additionally, we ask organizations to make certain announcements recognizing the ArtsWave 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 exhibition 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.

Collaborative Marketing

One of ArtsWave's goals is to communicate excitement about your organization's impact in a variety of channels. Grantee organizations should submit listings for all events, performances, and exhibitions to [ArtsWave Guide](#), the region's most comprehensive arts calendar, as soon as they are announced to the public. Events planned for the Fall 2022 to Spring 2023 season should be submitted to ArtsWave Guide no later than June 1, 2022. For a detailed tutorial on how to create listings on ArtsWave Guide, visit artswave.org/howto.

Grantees should also 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 Campaign who also represent new potential arts customers. Grantee organizations will provide ArtsWave Pass with deeply discounted offers such as buy one, get one, or half-price tickets. 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, 2023.

Grant Acceptance

Upon notification of award, grant recipients must submit a grant acceptance form and attend a virtual grant marketing review webinar, date and time to be determined.

To access the Grant Acceptance form, log into the grantee portal with the same email and password you used to submit your grant application using this link:

www.artswave.submittable.com/login

When in the portal, go to your submissions, and click into your African American Arts grant submission. Along the top, click the tab that says "forms". You will find the Grant Acceptance form there.

Grant Payment

A single grant payment by check or by EFT (if authorization has been provided) will be issued upon receipt of the completed Grant Acceptance Form via the grantee portal.

Changes to Project Scope

Grantees must notify ArtsWave of any substantial changes to the scope of the project as soon as possible. Changes in project scope will be evaluated on a case-by-case basis but may result in a partial or full refund of the grant award.

Reporting

Final Reports will be assigned once award distribution is made to provide immediate access for the grantee and to streamline internal administrative processes. All final reports are due upon completion of the project, but no later than July 31, 2023. All requirements must be submitted through Submittable.

Any organization receiving ArtsWave funding must fulfill all grant requirements outlined in the grantee handbook for the duration of the grant period and accurately represent its organization and its activities in all documents submitted to ArtsWave.

Arts Professionals of Color Empowerment Group

In the Summer of 2020, ArtsWave launched a new roundtable group for people of color who are employed as staff members at local arts organizations. Led by two members of ArtsWave's team, this is meant to be a networking and mentoring forum that helps create a stronger sense of community among diverse arts professionals. If you would like to join this group, please email Danielle Evans at danielle.evans@artswave.org.

Additional Information

If you have additional questions regarding this document, your award, or the decision-making process used by the committee to determine your award, please feel free to contact Janice Liebenberg, Vice President, Equitable Arts Advancement, at janice.liebenberg@artswave.org or Lori Burkhardt, Grant Programs Coordinator at lori.burkhardt@artswave.org.

APPENDIX A: Reporting Guidelines

Circle's African American Arts Final Report Form

Final Reports will be assigned once award distribution is made to provide immediate access for the grantee and to streamline internal administrative processes. All final reports are due upon completion of the project, but no later than July 31, 2023. All requirements must be submitted through Submittable. Below is the information to be included:

1. Organization Name
2. Project Title
3. Project Type (Capacity building or Impact expansion)
4. Project Description
5. Neighborhood served
6. Actual Project Start Date and Actual Project End Date
7. Number engaged/served/impacted directly through this investment
8. If Capacity Building project: How did this project strengthen your organization's ability to serve its community? OR if Impact Expansion project: How did this project help your organization increase the impact of already established and/or successful programming or services?
9. Share with us how your project helped advance the work within the Blueprint goal(s) you originally selected.
10. Please refer to the goals you sought to achieve within this grant period and note the actual outcome of each below. How did you track these outcomes? If results vary from the original goals, please explain and comment.
11. How will this project be continued? What's next on the horizon for your organization?
12. Attachments:
 - a. Please complete the FY2022 African American Arts Financial Report Form and provide any additional budget notations you may have.
 - b. Please include an example of marketing, promotional, or other materials that demonstrates your adherence to the grant recognition guidelines.
 - c. Please include 3 photos, and any necessary descriptions, that showcase the programming funded by this grant. ArtsWave will assume that we have permission to use and share these photographs and any attributions (if provided), unless expressly told otherwise.
 - d. Project Highlight - Please include any additional items for review from the grant period. This may include but is not limited to: links to performances, media attention, strategic plan, etc. Please upload all documents as a single PDF.