FY2024 Catalyzing Impact Grantee Handbook

arts
wave

Funding Arts. Fueling Community.

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The purpose of this handbook is to outline the grantee expectations and requirements for Catalyzing Impact grantees in FY2024. By accepting funding, an organization agrees to adhere to the grant recipient guidelines outlined in this document.

Grantee Responsibilities

By accepting this award, the Grantee is acknowledging they agree to uphold the terms and conditions outlined in the Grantee Handbook, including but not limited to:

- Agreeing to expend the entire grant amount for the purposes outlined in the original grant request;

- Agreeing to notify ArtsWave in writing of any changes to the objectives, methods, or timeline of the project for which grant funds have been awarded;

- Agreeing to appropriately credit and recognize ArtsWave for the project for which grant funds have been awarded; and

- Ensuring the organization's constitution, bylaws, and/or practices do not discriminate against a person or group because of age, race, national origin, ethnicity, gender, disability, sexual orientation, political affiliation, or religious belief.

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 as space is available 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, 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. ArtsWave brand marks are available for download at https://www.artswave.org/whats-artswave/media-resources.

When the logo will be on printed materials and 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.

<u>Print Recognition</u>

Event Programs
Grant recipients will use, in a size at least 1 inch in width, the ArtsWave logo on the title page of all programs for activities/events funded through this grant. Logo size and placement should be proportional to ArtsWave's support compared to other sources of funding.

Newspaper/Magazine Advertising
Any advertising for the funded program, regardless of size or length, should credit ArtsWave.

News Releases
News releases about the funded programming must credit ArtsWave and contain an ArtsWave boilerplate, which is provided below:

> ArtsWave, a nonprofit serving the Greater Cincinnati and Northern Kentucky Region, is the engine for the arts. Strong funding for the arts has allowed Cincinnati's arts and culture scene to become a national draw and regional asset, creating a wave of economic and community benefits. Each year, ArtsWave supports the work of over 150 arts organizations, school outreach programs, festivals, community centers, neighborhoods, and various collaborations through impact-based grants. You can support efforts like these by making a gift to ArtsWave at **artswave.org/give**.

Event Signage
Wall text must include ArtsWave. If there is no wall text, grant recipients may place a sign near the entrance crediting ArtsWave as follows: "Supported by the generosity of community contributions to the ArtsWave Campaign."

<u>Electronic Recognition</u>

Broadcast Advertising
Include ArtsWave in all radio and television spots promoting the funded programming. 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 for the funded programming. Acknowledgment of ArtsWave support should be proportional to its share of support compared to other sources.

Social Media
Be sure to include ArtsWave as a co-host on any event pages you create for your project on Facebook or other social media platforms. We ask that you tag @ArtsWave on posts and shares about the funded programming and, when appropriate, use hashtags such as #CincyArts and #BlueprintRoots. This will allow ArtsWave to find and share posts, thereby amplifying the reach and message.

<u>Oral Recognition</u>

In cases when there is no printed program, grant recipients can provide oral credit before each activity/event funded through this grant. 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, grant recipients may place a sign at the entrance of the event.

If you have additional recognition-related questions, please contact Zach Moning, Marketing & Communications Manager, at 513-632-0134 or [zach.moning@artswave.org.](mailto:zach.moning@artswave.org)

Collaborative Marketing

One of ArtsWave's goals is to communicate excitement about the programming funded through this grant in a variety of channels.

<u>ArtsWave Guide</u>

Be sure to post all of your event and program listings on **ArtsWave Guide,** the region's most comprehensive arts calendar. ArtsWave Guide receives an average of 100,000 visitors annually and will be a key way the public will learn about your events.

Click here for instructions on submitting events to ArtsWave Guide. When you submit your events, be sure to mention in the description that it is funded by a Catalyzing Impact grant.

If your program is always accessible online, you can choose Online/Virtual Events as the category and Virtual/Online Space for the venue. Extend the date range for as long as the program will be accessible (up to about a year at a time), which will make it appear as an "Ongoing" event. Choose 12 a.m. to 11:55 p.m. for the time of the "event" to indicate anytime access.

For public art, you can use a similar strategy, using the "Art Walks + Public Art" category and choosing 12 a.m. to 11:55 p.m. times if the art is always on display. For Outdoor events and programs, be sure to choose "Outdoor" as the category.

For assistance with any questions about uploading your events to ArtsWave Guide, contact Zach Moning, Marketing & Communications Manager, at 513.632.0134 or zach.moning@artswave.org.

<u>ArtsWave Pass</u>

If you have experiences that you would like to offer as an exclusive opportunity to a select group of visitors or audiences, consider offering it via ArtsWave Pass. Donors who give at least $75 qualify for the ArtsWave Pass, our most popular donor benefit, which offers access to events and experiences that are not available to the public at large. ArtsWave sends ArtsWave Pass holders communications highlighting many of the experiences they can take advantage of, including our Arts All Around email that reaches over 30,000 people. To start

the process of adding an offer to ArtsWave Pass, send a message to
artswavepass@artswave.org or call 513.632.0121.

Additional Grant Recognition Guidelines
(for those awardees notified of receiving NEA funds)

Acknowledgment of the National Endowment for the Arts must be prominently displayed in all materials and announcements for your funded project. See the "Manage Your Award" section of www.arts.gov for copies of the most up-to-date National Endowment for the Arts logos.

The National Endowment for the Arts supports specific projects and does not provide general operating support. Please use our name and logo in relation to your Arts Endowment-supported projects but do not advertise the National Endowment for the Arts as a general donor to your organization or suggest that our support has extended beyond the close of your funded activity.

The Arts Endowment should not be included in lists of donors that are not specific to your supported project or appear beyond the project period dates.

For print and online project materials, a basic requirement is a phrase acknowledging support from the National Endowment for the Arts using the following language: "This project is supported in part by the National Endowment for the Arts."

We encourage you to include "To find out more about how National Endowment for the Arts grants impact individuals and communities, visit www.arts.gov."

In addition, we encourage you to use the **National Endowment for the Arts current logo** whenever possible to accurately indicate that either your project has been supported by the National Endowment for the Arts, or that your organization is currently receiving support from the National Endowment for the Arts. **As the agency's logo has changed over the years, please check the link above to make sure you are using the correct logo**.

You may also use social media to indicate National Endowment for the Arts support of your project, such as "This project is supported in part by the National Endowment for the Arts." It is also acceptable to include the agency in a list among other project supporters. (On Twitter and Instagram, you may use **@NEAarts** instead of spelling out the full name of the agency.)

For radio or television broadcast, we require the following voice-over language: "This project is supported in part by the National Endowment for the Arts. On the web at arts dot gov." For television broadcast, display of the National Endowment for the Arts logo and web address is required.

We reserve the right to change the language of the required acknowledgement of National Endowment for the Arts support, as well as the right to disallow the use of our logo and acknowledgement of our support.
In addition, you may want to consult our "Working with the Media" Toolkit on our Manage Your Award web page. All logo files are available on our website.

Grant Acceptance

Grant recipients are asked to submit a Grant Acceptance form via the grantee portal. The Grant Acceptance form can be located here: www.artswave.submittable.com/login

You may log into the grantee portal with the same email and password you used to submit your grant application.

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 and any requested uploads via the grantee portal. Grant payments by EFT are made on a rolling receipt basis and checks are issued twice a month.

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.

Catalyzing Impact Grantee Breakfast

ArtsWave will host a Catalyzing Impact Grantee Breakfast, inviting this year's recipients to come together for an informal meeting to meet one another, discuss our grant process support, and to share any project updates and outcomes. The details for this event are being finalized with an invitation and registration to be sent mid-2024.

Final Report

Grant recipients must submit a Final Report via the grantee portal upon completion of their project, which will be due no later than December 31, 2024. The final report includes an evaluation report with the actual results achieved for the goals/outcomes outlined in your application, a financial report reflecting actual revenues and expenditures, and a final section to share Impact Stories through photographs provided with titles, captions, and outcome descriptions (see next section). Failure to submit your final report in a timely fashion may result in ineligibility for future funding from ArtsWave.

Impact Stories for Final Report

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 your final report, we ask grant recipients to submit at least three photographs that highlight the funded programming. Please provide any photo credits or attributions that you would like us to use when we share these photos either in the file names (e.g. "[Artist Name]_[Project Name]_Photo credit [Photogapher Name].jpg") or in an accompanying text

document. We will assume we have permission to use or share the photos unless expressly told otherwise.

Along with each photo entry, you will be asked to provide the following:

Step 1: Select a high-resolution photo that demonstrates a Blueprint and/or DEIA strategy

Step 2: Provide a descriptive title (10 words max)

Step 3: Provide a brief caption for the photo, including the program name (30 words max)

Step 4: Describe an outcome of the program demonstrated in the photograph. What change or accomplishment was made?

<u>Proof of Grant Recognition</u>

PDFs or JPGs of programs and other materials should also be submitted along with your final report. We encourage you to send us press releases, copies of publications, or media coverage that mention your grant.

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 Lori Burkhardt, Grant Programs Manager at lori.burkhardt@artswave.org.