



2021 CENTRAL OHIO INSTRUCTIONS & APPLICATION

INTRODUCTION

PNC Arts Alive is a multi-million dollar initiative by the PNC Foundation designed to support visual and performing arts organizations. The goal is to increase engagement in the arts and to make the arts more accessible to diverse audiences in Central Ohio. The 2021 Central Ohio funding period begins on July 1, 2021 and ends on June 30, 2022.

PROCESS

All interested arts organizations that meet the eligibility requirements must apply to be considered for funding. PNC Arts Alive is a competitive application process. A team of PNC reviewers will evaluate and score each application based on how well the application questions are answered. Organizations are encouraged to start with the Eligibility Requirements Checklist to ensure that they meet the necessary criteria before completing an application.

INSTRUCTIONS

PNC Arts Alive is a one-phase application requiring supporting documentation. To apply, complete the Eligibility Requirements Checklist and the Application included in this document along with Budget Template provided on the [Central Ohio Arts Alive Website](#). These documents must be uploaded to [CyberGrants](#) along with the additional documents listed in the Supporting Documentation portion of these instructions.

- **Application deadline: May 3, 2021 at 5:00 PM (EST)**
- Application period begins on March 15, 2021 and ends on May 3, 2021. Late and/or incomplete applications will not be considered.
- *NEW for 2021:* All applications and supporting materials must be submitted to CyberGrants. No hard copies or electronic copies submitted through avenues other than CyberGrants will be accepted.
- All applicants will be notified by June 21, 2021 regarding the status of their PNC Arts Alive application.

SUGGESTIONS FOR COMPLETING CYBERGRANTS APPLICATION

- Complete the application in its entirety.
- Adhere to the maximum character limits. Content that goes beyond the stated character counts may not be visible once the application is transmitted.
- Be sure to upload all required supporting documents to CyberGrants.
- When possible, upload PDF files to reduce size.

QUESTIONS?

Please direct any questions about the Arts Alive application process to artsalivecolumbus@pnc.com and we will respond within 48 hours. Questions will be answered until 04/23/2021. Please do not call individual PNC contacts with questions.

ELIGIBILITY REQUIREMENTS CHECKLIST

The eligibility checklist must be completed and submitted with your application to be considered for funding. Click in the box to the left to indicate each statement is true. All boxes must be checked in order to meet eligibility requirements.

ORGANIZATION:

PREPARED BY:

ORGANIZATION QUALIFICATIONS

- We are a non-profit.
- We have a current IRS Letter of Determination confirming the organization's 501(c)3/other tax-exempt status.
- We are a visual and/or performing arts group.
- We have a current operating budget of \$100,000 or more annually.
- We are of sound financial standing.
- We are of sound legal standing.
- We have an audited financial statement or IRS Form 990 from 2018 and/or 2019.
- We are NOT using a fiscal agent or pass through organization to receive funding.
- We have an open, non-discriminatory membership and outreach.
- We are NOT a school, university or educational institution.
- We are NOT a historical or science museum.
- We are located and operate in the Central Ohio area, in one of the eligible counties listed below: (Athens, Coshocton, Delaware, Fairfield, Franklin, Guernsey, Hocking, Knox, Licking, Logan, Marion, Muskingum, Perry, Pickaway or Union).

PROGRAM QUALIFICATIONS

- Proposed grant is for a visual or performing arts program/project.
- Proposed program/projects falls within the stated funding period of July 1, 2021 to June 30, 2022.
- Funding request is \$5,000 or more.
- Program reaches diverse audiences, particularly the underserved, and/or economically disadvantaged.
- Program offers an innovative approach to engaging and building hard-to-reach audiences in imaginative ways.
- Program makes the arts more approachable, accessible and part of everyday life.
- Program utilizes technology and other methods of outreach to effectively promote the program and extend its reach.
- Program offers distinct opportunities to increase PNC's community recognition via audience, media, or promotional exposure.
- Application is NOT for a multi-year request.
- Application is NOT a capital, operating, challenge or matching grant request.
- Application is NOT a stand-alone educational outreach program (must be connected to an exhibit/production to be considered).

APPLICATION

Organization Information

Applicant (organization name as it appears on your 501(c)3 letter):

IRS Tax ID#:

AKA Name:

Street Address:

City:

State:

Zip:

County:

Executive Director:

Direct Phone:

Extension:

E-Mail:

Website Address:

Name, e-mail and phone for Project Contact (if different from ED):

Project Contact:

Direct Phone: Extension:

E-Mail:

Twitter Handle:

Other Social Media Info:

Budget

Total Operating Budget (current year): \$

Over \$100,000?: Yes or No

Total Operating Budget (prior year): \$

Over \$100,000?: Yes or No

Grant proposal details

Project/Program Title:

Amount of Grant Request:

Total Project Budget:

Art Discipline:

Project Start Date:

Project Finish Date:

Target Audience:

Total Number of People to be reached:

- By checking this box, the preparer of this application acknowledges that all information provided on the first two pages is correct and true to the best of his/her knowledge.**

3. How will your proposed project make your art form more accessible and attractive to diverse audiences? (1400 characters or less).

4. How does your proposed program offer PNC distinct branding opportunities? Indicate whether PNC Arts Alive will be integrated into the title of the program/project such as “Presented by” or in the subtext of the program title such as “made possible by a grant from.” (No more than five bullet points, 600 characters each).

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5. State two tactics included in your organization's most recent strategic plan and note how an Arts Alive grant will help you deliver on these objectives (1400 words or less).

6. Describe how technology (i.e., use of live streaming) will be used to extend the marketing capacity of the program. Note that use of social media is an important component of any marketing plan. Please tell us which innovative technologies (do not focus on social media plans), will be part of your proposed program (700 characters or less).

7. Is this a free program or will you be selling tickets? If a paid event, what is the ticket price? Will PNC funding support reduced ticket pricing? If so, describe how (700 characters or less).

SUPPORTING DOCUMENTATION CHECKLIST (REQUIRED)

- Completed Project Budget worksheet template.**
- Board of Directors list, identifying each officer by occupation and affiliation.**
- A copy of current *IRS Letter of Determination* confirming the organization's 501(c)3 or other tax-exempt status. (Letter must also include a statement about the organization's status under section 509(a)1 of the Internal Revenue Code. If necessary, you can request an updated IRS determination letter by calling the IRS TAX EXEMPT LINE: 877-829-5500.**
- A list of corporate and foundation contributors including amounts for the most recently completed fiscal year.**
- Operating budget for the current year.**
- Audited financial statements for the prior year or IRS Form 990.**



VERIFICATION OF GOOD LEGAL STANDING

A copy of this form should be completed by each entity applying for funding.

If you answer “Yes” to any of the following questions, please provide details, including the applicable regulatory body or governmental agency, the court or agency in which the proceeding is, or was, pending. Also include the date it was instituted, the principal parties, a description of the factual basis alleged to underlie the proceeding, the relief sought, and any mitigating circumstances. Please describe any event that has occurred within the last ten (10) years.

“Key Person” means any current director, officer, manager, or key employee of the entity, or any persons with similar duties or responsibilities.

1. Has the entity or any Key Person been subject to any criminal legal proceedings involving a felony offense?
 Yes No

2. Has the entity been subject to any regulatory or governmental investigations, audits, or inquiries, whether resolved, pending, or threatened?
 Yes No

3. Has the entity or any Key Person been party to any resolved, pending, or threatened legal proceeding in which the entity or Key Person was either a party adverse to PNC, or in which the entity had a material interest adverse to PNC?
 Yes No

Entity Name:

Name of Authorized Signer (Please Print):

Authorized Signature