



Culture supports



**Mass
Cultural
Council**

Power of culture

Program will begin shortly

Today's Presenter

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**Sara Glidden, CIP Program Manager,
she/hers**

Today's chat/Q&A moderators

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Cheyenne Cohn-Postell
Diversity & Equity Initiatives
Program Officer, she/her



Michael Ibrahim
CIP Program Manager, he/him

Today's agenda

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- Cultural Investment Portfolio (CIP) Overview
- Projects Program
 - Major Changes to the Projects Grant for FY22
 - Organization Eligibility
 - Project Eligibility
 - Application/Review Process
 - Tips and suggestions

•Please note: this Information is a supplement to the published guidelines for the grant program and is not a substitute for reviewing the guidelines on the Mass Cultural Council website.

CIP Overview



Ashmont Hill Chamber Music, Boston MA

Project: concert and master classes with Daniel Bernard Roumain

The Portfolio in FY22:

- 313 Organizations with ongoing unrestricted operating support
 - Grants from \$5,000 - \$60,000
- 32 Gateway Grantees @ \$4,000
- Project Grantees
TBD @ \$2,500
- Services: workshops, seminars
- \$6.8 million in grants in FY22

Major Changes from previous years

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- Changes to application system
 - New application system that connects all Mass Cultural programs
- Changes to eligibility requirements for applicants
 - Removed the requirement of 2 years of programming
- Changes to the project eligibility
 - Removed the 1:1 match requirement

Projects Program

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Lowell Kinetic Sculpture Race,
Lowell MA

- Support for a project – not general operating support
- \$2,500 grant
- Organizations may apply annually
- Individuals may not apply
- Applications due November 16, 2021 at 11:59:59 ET

Who can apply for Projects grants?

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- MA recognized 501(c)3 organizations – fully cultural, or not
- Agencies/departments under federal, state, local gov't
- Applicants using a fiscal agent (see guidelines – for profit and LLC are not eligible)
- NOT Portfolio or Gateway grantees
- NOT Individuals
- Past cultural programming in Massachusetts prior to this application

Projects Eligibility

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- In person, virtual, streaming, or a combination
- Project budget of \$2,500 minimum
- Project and its expenses must take place between June 1, 2021 and June 30, 2022 – a 13 month period.
- **Two types of Projects:**
 - Public Programming or
 - Capacity Building (for fully cultural organizations only)

Projects and other Mass Cultural Council programs

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- You may also apply to Local Cultural Councils, for the same project, or other projects. LCC deadline is October 15.
- You may also apply to the Mass Cultural Council's Festivals program – but a Festival will receive a maximum grant of \$2,500. Festivals deadline is Nov 3

Timeline

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- Projects application deadline: Nov 16, 2021 11:59:59 ET
- Award notification: no later than first week of January 2022
- Period that the Project *and its expenses* must take place: June 1, 2021 – June 30, 2022
- Contracts available: before the end of January, 2022
- Payments made within 45 days of receiving your signed contract in the mail
- Final Report Due: June 30, 2022

What can be funded?

Any Eligible applicant may apply for:

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- Public programming in the arts, humanities, interpretive sciences
- A one-time activity, or an activity that is repeated for multiple years
- A distinct aspect of the organization's activities.
Examples:
 - A one-time event; a single production; an exhibition; an educational seminar; or a series of related events: a lecture series; art classes

Only "Fully-Cultural" orgs may apply for Capacity Building

What is Public Programming?

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- Projects grants for public programming are intended to support activities that actively engage the public – as participants, as audience, as students, as creators.
- The engagement with the public is a purpose of the project.

Arlington Public Art, Arlington MA

What is Capacity Building?

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- Projects that bring in new skills or tools* to improve organizational effectiveness in support of mission.
- Examples: investment in staff capacity to help an organization be effective in changed settings, such as staff training,
- Investing in IT infrastructure such as training for new hardware and software,
- Planning activities, including strategic planning, fund development, and communications/marketing
- Only Fully Cultural organizations may apply
- Note the budget restriction on capital purchases

What *isn't* eligible?

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- Programming outside of Massachusetts
- Fundraising activities, Capital Expenditures (see guidelines)
- Individual applicants, not an organization
- Projects exclusively for or by students as part of the activities of a college/school
- Projects by religious groups that are for the purpose of advancing religion
- Re-granting/prizes/scholarships

Projects Criteria

- Project is clearly defined (20%)
- Project goals are clear, and the project is appropriately designed to meet its goals (20%)
- Organization shows that they have the capacity to complete the project (15%)
- The Project has at least one strategy for promoting DEIA, with a specific goal that is measurable, achievable, and appropriate to the project (15%)
- The applicant has not received a Project Grant before (10%)
- The applicant's mission is primarily focused on people of color, or other historically underrepresented and underfunded groups. (20%)

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Grantee Requirements

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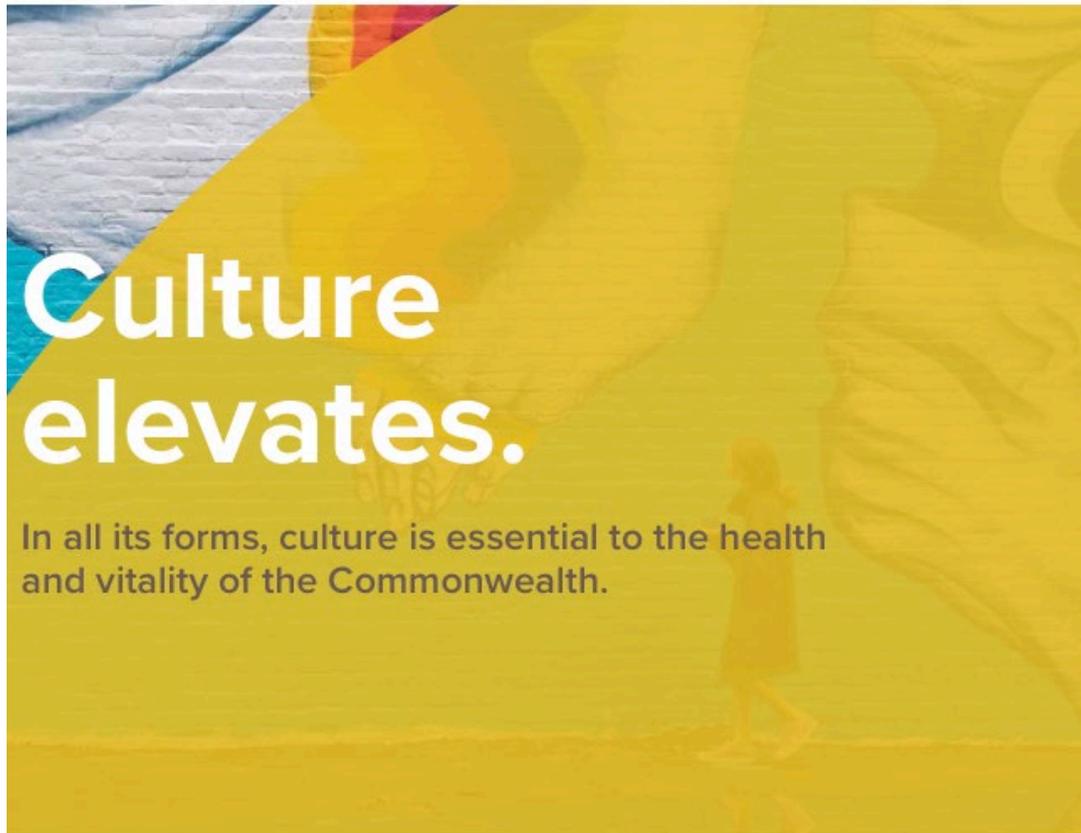


- Engage in, and report on an advocacy activity
- Publicly acknowledge Mass Cultural Council funding
- Submit a final/annual report

Newton Community Pride, Newton MA

How to Apply?

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Full guidelines at
massculturalcouncil.org

<https://massculturalcouncil.org/organizations/cultural-investment-portfolio/projects/>

Application due: November 16, 2021
at 11:59:59pm ET

- <https://massculturalcouncil.smartsmple.com>,



The new application system

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- Log in at <https://massculturalcouncil.smartsimple.com>,
- This is a new system – your previous login won't work
- If you have started an application on behalf of an organization to a local cultural council or Festivals, you have your user name and password
- There are general directions on the Projects page of our website
- Add MassCultural_noreply@smartsimple.com to your email contacts

Login

✉ Email

🔒 Password

Login

[Forgot Password?](#)

New to the System?

Register

If you have applied to the Mass Cultural Council for a grant in the past, you may already have a user profile in the system. Before completing a new registration, click on "Forgot Password" and enter your email. If you are already in the system, you can request an email to set a new password.

Welcome to Mass Cultural Council's Grants Management System

Login to:

- Complete an application for our grants and programs
- Get details about an existing grant
- Fulfill reporting requirements
- Register as a panelist

[Details on all of our grants, programs, and services](#) can be found on the Agency's website.

[Join our email list.](#)

[Need help with login?](#)

Welcome Sara Gliddenfake

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Current Opportunities

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Apply to a Local
Cultural Council



My Profile



Organization Profile



Change Password

Applications

Please find your applications below.

1

In Progress

0

Submitted

0

Approved/Declined

0

Payments

 Application Summary

APPLICANT INFORMATION

MISSION

PROJECT INFORMATION

PROJECT DESCRIPTION AND GOALS

PROMOTING DEIA

BUDGET

ACKNOWLEDGEMENT

Applicant Organization Information

Review the applicant information. If you need to update the Organization Information, use the Note feature on the left to contact a Mass Cultural Council staff person for help.

XYZ Chamber Orchestra
10 St. James Ave 3rd floor
Please Select, MA, 02116
Phone: 617-555-1212

Primary Contact

Review the applicant information. If you need to update the Primary Contact information you can do so in your Profile. Click Home button in upper right corner to get to My Profile button.

Sara Gliddenfake

Save Draft  Submit Withdraw



*** Project Description:**

Public Programming: Provide a complete description of the proposed project, including all the activities planned: Describe your project in detail. What are you doing? Who is doing it? Is it online, in-person, or both? Who is the target audience?

Capacity Building: Provide a complete description of the proposed project, including the activities planned, how you plan to chose a consultant or training program, timeline, and who is participating in the project. Is it online, in-person, or both?

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*** Project Goals:**

Public Programming: What is the goal of the proposed project? Describe why are you doing this project, what do you hope to achieve, and how you define success?

Capacity Building: What is the goal/goals of the proposed capacity building project? How will the project improve or transform your organization's ability to carry out your mission?

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*** Organization Capacity:**

Public Programming: Describe how your organization is prepared and able to carry out this project. This could be a description of the organization's previous activities, or it could be about the specific individuals who will be managing this project.

Capacity Building: Why is this a good time for your organization to take on this capacity building project? What steps have you already taken to identify the need or prepare for this project?

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* Diversity, Equity, Inclusion, and Access

Public Programming: Identify a specific strategy for promoting diversity, equity, inclusion, and access with a specific goal that is measurable, achievable, and appropriate for the project. (For example, if you are working to make your project accessible to people with disabilities, what accommodations have you made, how have you identified the best practices, how are you reaching your target audience, and what will success look like?)

Capacity Building: Explain how this capacity building project promotes diversity, equity, inclusion, and/or access, either in the project activities (methods), outcomes (change), or both. For example, if you are planning leadership training for all staff, how does that build new skills that create a more inclusive culture in the organization? If you are planning an equity assessment, how does that create improved HR practices? Programming?

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Project Budget Please provide cash expenses for the project (6/1/2021 - 6/30/2022) Project cash expenses must be incurred during this 13-month period. DO NOT INCLUDE IN-KIND.

Applicants must have project cash expenses of at least \$2,500

You may include the actual cost of staff time or administrative expenses that are dedicated to this project. Please include an explanation in your description of the project. For example, "Our budget includes 50% of our Education Director's time for 6 weeks."

You will include cash expenses in the budget form by clicking on the "Project Budget" button. Do not include anticipated revenue in the budget form, you will describe your anticipated income using the narrative questions below.

The reviewers use the information gathered in this section to evaluate the organization's capacity to plan and manage this project.

Click on the "Project Budget" button to enter your expenses.

 Project Budget

*** Projected Income: Please briefly describe the other sources of projected income needed to complete this project.**

500 characters left

In-Kind Support: If applicable, please briefly describe any in-kind support you are getting for this project.

Tips and Advice

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- Type the text in a word processing document, and copy and paste
- Answer questions completely and specifically
- Assume that the panel doesn't know you or your work
- Proofread!

Springfield Jazz and Roots Festival

Springfield, MA

Questions?

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Sign up for Office Hours on Zoom:

Tuesday, October 12, noon – 1pm

Friday, October 22, 2pm – 3pm

Tuesday, October 26, 5 - 6pm

Thursday, November 4, 4pm – 5pm

Friday, November 12, noon – 1:30pm

Call or email:

617-858.2710

Sara.glidden@art.state.ma.us



Questions?