



Forsyth County  
Arts Alliance

## **Request for Proposals, Eligibility Criteria and Application Guidelines**

The Forsyth County Arts Alliance, a fund of the North Georgia Community Foundation, announces the availability of funds for distribution in 2011, and invites application for these funds by local/regional arts providers.

**Mission:** The Forsyth County Arts Alliance (FCAA) enriches the quality of life in Cumming-Forsyth County by connecting people to the arts through programming, communication and support of artists and arts organizations.

**Purpose:** To ensure that the arts survive and thrive in Cumming-Forsyth County, FCAA advocates for the arts, cultivates public participation in the arts and creates partnerships between the artistic, business and cultural communities.

### **Objectives:**

- To develop a broad and diverse audience base for the arts, including public and special audience education about art form.
- To increase opportunities for Cumming-Forsyth arts-providing organizations to perform, present and exhibit.
- To support programs that are reflective of Cumming-Forsyth County's diverse cultural heritage.
- To increase the artistic, management, marketing and fundraising capacity of local arts organizations.
- To support projects with the potential for self-sufficiency.
- To establish FCAA as an important contributor to the arts community in Cumming-Forsyth County.

### **Background:**

The Forsyth County Arts Alliance, a fund of the North Georgia Community Foundation, was created by proceeds from the sale of the Sawnee Arts Center. These funds have been placed in an endowment, with management and investment services provided through the North Georgia Community Foundation. A local Board of Directors,

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representing business and community leadership, is responsible for the stewardship and for making recommendations for any distribution of funds. The first funds were awarded and are being used by local projects in 2008.

**Grant Proposal Review Criteria:**

- Artistic and administrative capability of the applicant to complete the project. (30%)
- Artistic merit, significance, impact or educational benefit of the proposal to the community. (30%)
- Appropriateness of budget to proposed programming, project or event. (20%)
- Level of community involvement, including financial and in-kind contributions and volunteer involvement. (15%)
- Promotional opportunity afforded to the FCAA fund as a result of its support. (5%)

**Eligibility for Funding:**

1. The arts programming, project or event must benefit the citizens of Cumming-Forsyth County and must occur between August 1, 2011 and July 31, 2012.
2. Only 501(c)(3) nonprofit and governmental entities are permitted to be the direct recipient of the grant funds.

**What FCAA Does Not Fund:**

1. Debt reduction.
2. Individuals – e.g. scholarships, artistic endeavors by an individual.
3. Presentations that a reasonable person could consider objectionably offensive.
4. Lobbying or electioneering activities.

**Applicant Training Workshop:**

Prospective applications for grant funding through FCAA are strongly encouraged to attend a training session, to be held:

Cumming-Forsyth County Chamber of Commerce Events Facility  
March 24, 2011 - 5:00 p.m.

\*\*Please register for the workshop by contacting the Cumming-Forsyth County Chamber of Commerce at 770.887.6461 or [cfccoc@cummingforsythchamber.org](mailto:cfccoc@cummingforsythchamber.org) or you may register online at [www.cummingforsythchamber.org](http://www.cummingforsythchamber.org) and locate the workshop page on the "Community Calendar."

**Letter of Intent to Apply for Grant Funds:**

Prospective applications for grant funding through FCAA are required to submit a letter of intent to apply for grant funds by April 27, 2011.

This is a condensed version of the proposal that allows the FCAA to quickly assess that there is a good match between our mission and goals and the proposed project. The

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information contained in the letter of intent is not considered binding and this is NOT the complete grant application. The letter must include, at minimum the following:

1. Name of Organization
2. Tax Exempt Status 501(C) (3), governmental entity or the equivalent verification—exempt letter from IRS not needed—you are only required to state that you have the necessary tax exempt status.
3. Provide brief description of intended arts project and include dates of project/program.
4. Provide a brief summary to address the following:
  - What is the need in the community for this project/program?
  - What are the matching or other sources of funding being pursued or secured?
  - Is this a new project/program, an on-going project/program or a phase of a multi-phase project/program?
5. Provide an estimate of the grant amount request.
6. Complete the letter with a signature and date from Authorized Official of the Organization
7. Submit the Letter of Intent by the deadline (April 27, 2011) to:

Forsyth County Arts Alliance  
3260 Keith Bridge Road #147  
Cumming, GA 30041

**Application Guidelines:**

1. The applicant must submit a complete and timely proposal. A complete proposal consists of the following:
  - Typed and signed Application Form (provided).
  - Proposal narrative – on a separate sheet of paper, briefly describe:
    - i. organizational goals and mission
    - ii. programming, project or event for which you are requesting funds
    - iii. qualifications and background for providing this programming, project or event, including those for collaborating providers
    - iv. timeline for implementation
    - v. statement of collaborative partnerships, volunteer involvement and/or in-kind contributions

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- vi. how this programming, project or event will benefit the citizens of Cumming-Forsyth County and meet the mission and vision of FCAA.
- Current budget for organization and/or program, project or event, including list/statement of major contributors (names of individuals not necessary) and amounts given.
  - Most recent year-end financial statements.
  - List of the Board of Directors for your organization, including names and occupations and/or community affiliations.
  - Copy of IRS 501c3 Letter of Determination (or, in the case of government, letter stating that signature is provided by an authorized employee of the applicant organization).
  - Letter(s) of commitment from any significant project partner(s).
  - Any additional support material that specifically addresses the artistic merit of your proposal (one copy only).
2. Note that a single grant will not be awarded for more than 50% of the total budget for any given program, project or event.
  3. Grant awardees may expect to receive funding in full by July 21, 2011 unless otherwise arranged. Project or year-end reports will be required of all grant awardees, with reporting forms provided by FCAA.

**Timelines for Proposal Acceptance and Grant Awards:**

- March 24, 2011 – 5: – FCAA Grant Workshop
- April 27, 2011 – Letters of Intent to Apply for Grant Funds Due
- All complete proposals, including attachments, must be received by noon on May 27, 2011.

Delivery options include:

**Mailing/shipping address:**  
**Forsyth County Arts Alliance**  
**3260 Keith Bridge Road #147**  
**Cumming, GA 30041**

**Drop-off address:**  
**Cumming-Forsyth County Chamber**  
**of Commerce**  
**Attn: FCAA**  
**212 Kelly Mill Road**  
**Cumming, GA 30040**

**Contact for More Information:**

Marcus Rosin  
Chairman, FCAA Board of Directors  
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(678) 208-0339