

THE KRESGE FOUNDATION

2010 KRESGE COMMUNITY ARTS GUIDELINES FOR DETROIT

The Kresge Foundation is a private, national foundation that supports communities in the United States and around the world. Over the years, its grantmaking has focused in six fields of interest — health, the environment, community development, arts and culture, education and human services. The foundation is best known for its facilities-capital program. At the Kresge Foundation, we believe that a thriving arts and cultural community — one that is well supported and well recognized — enriches the quality of life for residents and visitors and, in doing so, inspires new thinking, spurs innovation and accelerates the creative vitality of the region. Art and culture are not just a frill for an elite few, but inspiration for citizens to transform neighborhoods and encourage civic dialogue on challenging issues. In times of uncertainty, we need creative outlets that feed the human spirit. We believe that when we make purposeful investments of our time and talents, great things will happen.

In 2009, Kresge launched a two-year Community Arts pilot initiative designed to use art and culture as a tool to address community issues in five unique, yet distressed urban American cities — Baltimore, Maryland, Birmingham, Alabama, Detroit, Michigan, St. Louis, Missouri and Tucson, Arizona. Why were these particular cities selected? Based on our work in other program areas, and our interest in testing this initiative in geographically diverse urban cities across the country, we researched more than 20 urban cities with populations of less than 1 million people and selected these five cities. A primary selection criterion was a city's median household income. The cities listed above have an average household income below \$37,000. The national median household average is \$60,374. Another criterion was partner readiness. We selected cities with 501(c)(3) intermediaries that have established grantmaking systems, a network of public and private partners and the capacity to collaboratively and effectively execute this initiative.

What are we looking for? In each city there are examples of pressing community issues and challenges facing citizens, to name just a few, high unemployment, crime and school dropout rates, and foreclosures to environmental concerns and youth violence. Whether historic or current, these issues or problems are complex and can divide neighbors and the city. Community arts projects may help address all of the above challenges, as well as many others. We choose not to define what constitutes a community issue or challenge, because they will vary in each city. Instead, we will ask each applicant to clearly state the issue and the creative solution the project will address and how it meets the Kresge program goals. Although the inspiration will come from each applicant, ideas could include artists' residencies for after-school programs in low-income housing developments, juvenile detention or battered women's shelter, planning to re-purpose an existing property into an artist's live/work space, gallery or performance space, or an arts project created by elementary school students benefiting the neighborhood around the school.

Based on our experience in the first year, we are less interested in projects that are designed by an organization for a population, group of residents, youth, or neighborhood. Successful community arts initiative are initiated, designed and implemented with residents and participants. Projects do not have to be new, but status quo initiatives such as the continuation of existing outreach programs, festivals or projects will not receive high priority. Previous applicants that were declined in the first year may reapply this year. Current grantees, however, are not eligible to apply unless their previously funded project is complete.

GUIDELINES

Please review the following for project and application guidance.

1. Projects must include arts and cultural activities.
2. Grant amounts will range from \$2,500–\$10,000. No match will be required.
3. Grants will be made for projects occurring from June 1, 2010–May 31, 2011.
4. Grants for one- and two-year projects will be considered.

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5. Grants will be made only for programs that take place in Detroit, Hamtramck or Highland Park, Michigan.
6. Grants will be made based on their individual merit.
7. No applicant can receive more than one grant per year.
8. Grant payments will be made in one payment. Grants will be awarded to support projects only. Requests for operating or capital grants will not be considered.

ELIGIBILITY

Eligibility for Kresge Community Arts is open to individuals (youth and adults), nonprofit organizations and community-based groups.

For nonprofit, tax-exempt organizations:

1. The organization, or the entity for which it is a part, must be a nonprofit, 501(c)(3) tax-exempt organization in the state of Michigan for a minimum of one year.
2. Must remain a nonprofit, tax-exempt organization for the duration of the grant period or the grant will be forfeited.
3. Present a program open to the public or in a school setting during the past year.
4. Operate under a reasonable, board-approved budget.
5. Have community or neighborhood support of the project.

For individuals: As a private, independent foundation Kresge cannot legally award a grant directly to an individual. As a result, **individuals must apply with a fiscal sponsor at the time of application**. Please see the Frequently Asked Questions section for more information. Additional requirements for individuals include:

1. Individual artists, historians or youth (with written consent from a parent or legal guardian) must be U.S. citizens.
2. Have community or neighborhood support for the project.

For local municipalities, community-based groups such as Community Development Corporations, neighborhood and homeowner associations:

1. Have a fiscal agent, a nonprofit, 501(c)(3) tax-exempt fiscal sponsor at the time of application, if not currently a 501(c)(3). Please see the Frequently Asked Questions section for more information.
2. Have community, neighborhood or municipal support for the project.

Review Process — We will accept a letter of inquiry and a budget that describes the project, the project's cost, and how it meets Kresge's criteria. A review panel composed of committee members will review applications against the criteria listed below.

This is an extremely competitive process. The total number of applications received from Detroit, Michigan was 162. The total number of grants awarded was 12, and the average grant amount was \$8,333. Projects must be creative, well-conceived, compelling and meet the criteria. Need is not a criterion.

APPLICATION PROCESS

Deadline for 2010 applications is Friday, March 12, 2010, 5 p.m. Eastern Standard Time. E-mail the complete application to communityarts@kresge.org. A complete application consists of the following:

- A one-page letter of inquiry
- Kresge Community Arts Grant Application Cover Sheet
- Kresge Community Arts 2010 Budget Form

The cover sheet and budget form are located in the Resources box in the upper right-hand corner of the Kresge Community Arts Web page.

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CRITERIA

Applications will be judged on how well they meet the criteria below, as well as in comparison with other applications submitted. Specifically, successful projects will include:

- Innovative and creative projects that use arts and culture as a tool to address community-wide issues
- Arts and cultural activities designed by or with (not for) residents including youth and families in Detroit, Hamtramck or Highland Park, Michigan
- Reasonable and appropriate costs to execute the project
- Oversight and management responsibility in place to ensure a well designed and implemented program
- Authentic cross-disciplinary and agency collaboration.

OUTCOMES

Through Community Arts project grants, Kresge will encourage sustainable partnership models among artists, arts organizations and human service agencies, educational institutions, governments, and for-profit businesses. This experiment allows the foundation's Arts and Culture team to test its assumptions that the arts can be used as a tool to address society's pressing issues; it has the ability to transform our communities and uplift our spirits in challenging times. We anticipate both success and failure, but foresee the development and continuation of rich cross-sector and cultural experiences in pilot cities. Desired outcomes include:

- Invest in arts and cultural activities that meet the needs of the community
- Support unique projects and collaborations
- Inspire the creative process in community development activities.

Grantees will be required to submit a final report to the Kresge Foundation. This report will include a narrative and budget summarizing the funded project and how the grantee used the Kresge Community Arts grant.

INQUIRIES

All questions and applications must be directed to communityarts@kresge.org.

FREQUENTLY ASKED QUESTIONS

What is a fiscal sponsor/agent?

A fiscal sponsor, sometimes called a fiscal agent, is a nonprofit, 501(c)(3) tax-exempt organization that agrees to receive the grant funds on behalf of an individual or an organization which does not have nonprofit status.

What does a fiscal sponsor do?

The fiscal sponsor serves as a "pass through" for the grant funds. An authorized official of the organization must sign the grant contract and that official also approves and signs the final report.

Why does an artist need a fiscal sponsor/agent?

By law, private foundations cannot give grants to individuals.

How do I find a fiscal sponsor/agent?

Artists and other individuals may already have a relationship with a nonprofit that can serve as a fiscal sponsor. Artists and individuals can look to an organization that will be a collaborator in the proposed project. Other alternatives may be a church, school or social service agency that serves the target population. In some instances, a fiscal sponsor may have no relation to the proposed project, but is simply agreeing to be the fiduciary agent for the grant.

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Can my fiscal sponsor make decisions about how the grant funds are spent?

When a grant is approved, the proposed budget line items become the approved budget. While artists often collaborate with their fiscal sponsor as the project is implemented and budgets get adjusted, the sponsor cannot override the approved budget without prior approval of the artist and notification to the foundation.

Is there a formal agreement between the artist/individual and the fiscal sponsor?

Artists and fiscal sponsors often decide to execute a Letter of Agreement between the parties that spells out the roles and responsibilities on each side, including how funds will be dispersed to the artist and how the final accounting will be handled.

If an organization agrees to be a fiscal sponsor, does it receive some funds?

Fiscal sponsors do not receive funds unless the budget provides for this or the artist and sponsor agree that funds for administrative overhead should be allocated. If this occurs, funds for administrative overhead should not exceed 10 percent of the project budget.

What is an “in-kind” budget contribution?

In-kind contributions are non-cash contributions that can be given a cash value. Examples include loaned space and donated supplies or services.

What is meant by “community engagement”?

Community engagement refers to the active, authentic involvement of the target population in planning and implementing the project. This could take the form of focus groups to plan the design of the project to the participation of community members in the actual creation of the artistic work. It could also include structured opportunities for dialogue around the community issue the project is addressing. (*Source: Americans for the Arts*)

What is a “community need”?

For this grant program, a community need refers to a pressing issue, which the project plans to address. Examples include neighborhood blight, poverty, school dropouts, immigration or cross-cultural understanding.

What is meant by “authentic cross-disciplinary and agency collaboration”?

Agency collaborations are partnerships among artists and educational, governmental or human services entities that are reciprocal and mutually beneficial in order to advance the goals of the project.

Does my project have to be new?

Projects do not have to be new, but status quo initiatives will not receive funding priority. We encourage innovative projects that re-combine ideas in new ways.

Does the Letter of Inquiry mean I may be asked to submit a full proposal?

No, for this grant program, only three items are required: the one page Letter of Inquiry, the cover sheet and the budget form.

Should I send my IRS determination letter or other support materials?

No, please do not submit support materials for this grant.

May I fax, mail or hand-deliver my application?

No, submit applications electronically to communityarts@kresge.org

What are the most important keys to success for this grant program?

Adhere to the guidelines and criteria posted on the Kresge website, and be as specific as possible about *who*, *what*, *when*, *where* and *why*. Also check the budget to be sure the numbers are accurate and correctly added. Because this grant program is highly competitive we cannot guarantee that your application will be accepted.