

# 2023 Duke Energy Diversity in the Arts

---

*United Arts of Central Florida*

## *Instructions*

---

Funded by Duke Energy, United Arts' Diversity in the Arts grant program provides general operating support funding for art, science, and history organizations that are grassroots and BIPOC/ALAANA led. Eligible organizations can apply for multi-year (2 years) general operating support through this single application process.

United Arts shifted Diversity in the Arts from project-based to mission-based funding, based on feedback from collaborative, community work sessions. This revamped funding process provides intentional investments into the growth and stability of organizations that represent, celebrate, and serve, the culturally diverse communities of Central Florida.

**Deadline:** Sunday, October 2, 2022, at 11:59 pm -- United Arts staff will be available until Friday, September 30 at 3pm to answer questions and provide technical assistance.

**Request Amount:** Up to \$10,000 per year. Funding is competitive; not all projects of merit will be funded. Applicants should note the eligible and ineligible expenses listed on page 2, to help determine if this grant fits their needs.

This grant program funds the organization's operations, meaning operating expenses (which could include overhead such as salaries, rent, technology, etc.) and programmatic expenses that support the day-to-day operations of the organization.

- Opportunity to apply for 1 or 2 years of funding through this single application process
- Funding period is January 1, 2023 – December 31, 2023.
- For successful, multi-year grantees the funding periods will be January 1, 2023 – December 31, 2023 & January 1, 2024 – December 31, 2024.

### **Important Documents:**

- Grant Guidelines
- Eligibility Quiz
- Application Checklist
- Questions List
- Financial Statements – note if you do not have access to Excel. Contact Elyse@UnitedArts.cc. She will share with you, your organization's template in Google Sheets.
- Unique Entity ID

### **Instructions:**

- Start early and save often!
- **If you are applying via a fiscal agent** - Contact Elyse at [Elyse@UnitedArts.cc](mailto:Elyse@UnitedArts.cc) for additional questions on Fiscal Agent's financial sustainability.
- Read the guidelines, linked above, thoroughly and take note of any questions.
- Have documents ready to upload
  - o Letter of Support
  - o Board of Directors List
  - o Support Materials
  - o Financials
- Character limits: we know that these can be intimidating. You are not required to use all the space available.
- For most questions, the rich text editor is on. Use this to create bulleted lists, divide sections, and call out important information.
- Missing documents or fields will prevent the submission of the application. If your file is too large to upload, reach out to staff, we can increase the file upload size.

#### Foundant Tips

- Only have one Foundant tab open at a time. If more than one is open your changes will not save!
- Applicant Facing Foundant Tutorials can be found [here](#).

For questions related to Diversity in the Arts or Foundant, contact Elyse Jardine, at [Elyse@UnitedArts.cc](mailto:Elyse@UnitedArts.cc).

## *Applicant Eligibility*

---

### Organization Eligibility\*

- Organization is a 501(c)3 or actively applying for 501(c)3 status
- Organization is BIPOC / ALAANA led
- Organization's mission is rooted in the arts, sciences, and/or history
- Organization provides year-round programming
- Organization's administrative headquarters is located in Lake, Orange Osceola, or Seminole counties
- Organization's programming impacts communities within Lake, Orange Osceola, and/or Seminole counties.

*See guidelines for additional requirements/exclusions. If you are unsure - take this [Eligibility Quiz](#).*

### Choices

Yes, the applicant organization complies with these requirements

No, the applicant organization is not eligible

## Organization Information

---

### Project Name\*

Enter the NAME of the Applying Organization

*Character Limit: 100*

### Contact for Questions\*

List the **Name**, **Email** and **Phone Number** for the person that United Arts Staff should direct questions to about this application.

*Character Limit: 500*

### Office Location (County / City)\*

From the dropdown menu, select the city and county and reflect the organization's primary office. If there is not a physical office location, select the city and county where most of the administrative functions take place. This could be the city and county where the executive director or board chair live

#### Choices

Lake / Clermont  
 Lake / Eustis  
 Lake / Groveland  
 Lake / Leesburg  
 Lake / Mount Dora  
 Lake / Other  
 Lake / Tavares  
 Orange / Apopka  
 Orange / Eatonville  
 Orange / Lake Buena Vista  
 Orange / Maitland  
 Orange / Ocoee  
 Orange / Orlando  
 Orange / Other  
 Orange / Windermere  
 Orange / Winter Garden  
 Orange / Winter Park  
 Osceola / Celebration  
 Osceola / Kissimmee  
 Osceola / Other  
 Osceola / St. Cloud  
 Seminole / Altamonte Springs  
 Seminole / Casselberry  
 Seminole / Lake Mary  
 Seminole / Longwood  
 Seminole / Other

Seminole / Oviedo  
Seminole / Sanford  
Seminole / Winter Springs

### Organization Service Area\*

Select all the counties in the United Arts service area, where the application organization provides programming.

#### Choices

Lake  
Orange  
Osceola  
Seminole

### Fiscal Year\*

Select the organization's fiscal year from the drop-down menu. The first month listed is the start month. The second month listed is the end month.

To learn more about Fiscal Tax Years or where to find this information visit the IRS.

#### Choices

January - December  
February - January  
March - February  
April - March  
May - April  
June - May  
July - June  
August - July  
September - August  
October - September  
November - October  
December - November

### Unique Entity ID\*

DUNS# to Unique Entity ID Transition (read more about the transition here).

On April 4th 2022, the federal government transitioned from the DUNS number to Unique Entity IDs. This identification number is used as part of the validation process for doing business with the federal government. This includes applying directly for federal grants AND being a sub-recipient of grant programs supported by the National Endowment for the Arts, National Endowment for the Humanities, and other federal agencies. Several of the grant programs through United Arts and others like, South Arts, receive NEA support and require that subrecipients have a Unique Entity ID (UEI).

- If your organization has a DUNS# / Sam.gov account (either active or in-active) a Unique Entity ID has already been assigned and can be found in your Sam.gov account. Click here for assistance in viewing your UEI.

- If your organization is not registered in Sam.gov and you only want a Unique Entity ID follow the steps in this guide.
- If you are not applying directly to a federal agency for a grant, you will not need to complete the full registration. You will only need to get a UEI.

If you do not have a Unique Entity ID, or run into issues with securing one, put 000000000000 (12 Zeros) into the box, and contact Elyse (elyse@unitearts.cc). She may be able to help troubleshoot the issue.

*Character Limit: 12*

### **Q1. Organization Mission Statement\***

Enter the applicant organization's mission statement.

*Character Limit: 500*

### **Q2. Organization Description\***

Starting with the organization's name, write a brief description about the applicant organization / programs, targeted for the general public or someone who has never heard of the organization.

*Character Limit: 300*

### **Q3. Request Amount\***

Enter request amount up to \$10,000.

*Character Limit: 20*

### **Q4. Multi-Year Funding\***

**Is the applicant organization applying for multi-year support?**

Diversity in the Arts applicants have the ability to apply for multi-year operating support. For successful multi-year applicants, instead of submitting a final report at the end of year one, you will submit an impact report highlighting your growth and accomplishments throughout year 1.

Disclaimer: There is the potential for organizations who apply for multi-year funding to only receive one year of funding based on the recommendations of the review panel.

Please note that questions in the application differ slightly depending on if the organization is applying for 1 or 2 years of support.

#### **Choices**

Yes, the organization is applying for 2-years of support

No, the organization is applying for 1 year of support

## *Artistic, Historic, or Scientific Excellence*

---

### **Artistic, Historic, and Scientific Excellence**

The 2 questions below, are focused on Artistic, Historic, or Scientific Excellence. For this grant program, United Arts defines Artistic Excellence as the quality of the artists, organizations, arts education providers, works of art, and/or services that the project will involve and their relevance to the audience or communities being served.

Note: quality of artist does not require formal education (i.e., a degree). Include information like length of years practicing / teaching art form, training in the art form, accomplishments etc.)

### **Q5. Artistic, Historic, or Scientific Excellence in Programming\***

**What programming does the applicant organization have planned for the Jan 1 2023 - Dec 31 2023 grant period?**

Points to Consider:

- Include any major productions and exhibitions that will take place
- Describe the quality of artists, historians, or scientific content experts involved in the work
  - Note their accomplishments and status in their respective fields.
- Discuss innovation and creativity in the building, selecting, and planning of programming
- Highlight the relevance of the work to the audience/ population being served.
- Explain works of art, history, or science being created / commissioned

*Character Limit: 1000*

### **Q6. Past Accomplishments: Artistic, Historic, or Scientific Excellence\***

**Briefly describe past accomplishments that highlight the organization's artistic, historic, or scientific excellence.**

Things to keep in mind:

- Quality of artists, historians, or scientific content experts
- Arts, history or science education providers
- Artistic product perceived as high quality by audience, peers and critical reviews
- Works of art, history, or science being created / commissioned
- Innovation and creativity in year-round programming and artist, historian, scientist selection
- Relevance of the work to the audience/ population being served.

*Character Limit: 1500*

## *Artistic, Historic, or Scientific Merit*

---

### **Artistic, Historic, or Scientific Merit**

The Artistic, Historic or Scientific Merit of the grant includes the following points.

- Importance and appropriateness of the organization's goals, objectives, and programming to the organization's mission, artistic (historic / scientific) field, artists, audience, and community.
- The ability to carry out the work of the organization based on the appropriateness of the budget, the quality and clarity of the organizational goals, activities, and proposed programming, the resourced involved and the qualifications of the organization's personnel / leadership / volunteers.
  - Evidence of direct compensation to artists, art collectives, and/or art workers, where applicable.
- The appropriateness of proposed techniques to measure progress towards goals and objectives (performance measurement). This includes plans for documentation and sharing of project results as applicable.

### **Q7. Board of Directors - List and Management Responsibilities\***

In the text box below, list the organization's Board of Directors. (Include officer titles). Also highlight key activities, financial oversight and policy decisions that the board is responsible for.

*Character Limit: 1000*

### **Q8. Organizational Goals\***

**Provide three (3) organizational goals;** the respective objectives that the applicant organization will be focusing on during the grant period (January 1 2023 - December 31 2023); and how the organization proposed to measure their progress.

Funded organizations will be reporting on goal progress during mid-term and year-end reporting.

Tip: Goals are an achievable outcome that is generally broad and longer term. Objectives are short-term and defines measurable actions to achieving the overall goal. Goals and their associated objectives should support the organization's mission, growth and sustainability.

---

## Examples

**Goal Example #1:** To secure sustainability of our organization through diversified funding and increased earned income

**Objective Example #1:** To raise \$15,000 in unrestricted funding by:

- Earning a minimum income of \$1,500 through performance fees, classes, and contract services
- Securing 10 donors to raise a minimum of \$2,500
- Raising \$11,000 through annual fundraiser/annual campaign

**Measurement Example #1:** The organization will use quantitative measurement sources to track progress, including excel spreadsheet / accounting software and donor database. The organization will also track donor cultivation activities.

**Goal Example #2:** To make a positive impact on Central Florida children and adults physically, mentally, emotionally, and socially through the art of dance.

**Objective Example #2:** To present 20 dance performances, workshops, and classes to empower children and adults in Central Florida schools, libraries, community centers, parks children's museums, theatre venues, and other event spaces.

**Measurement Example #2:** The organization will use both qualitative (story- based) and quantitative (number- based) evaluation methods. We have designed a short participant survey that we will distribute and collect during events. Questions include participant demographic information, location of the program, how the program made them feel / what they learned from the program, and likelihood to participate in further programming.

*Character Limit: 2000*

## Q9. Impact of Funding\*

If awarded, how will the grant funds be used to support the organization in reaching its goals? Provide examples for each of the goals listed above.

*Example: The funds will allow the organization to pay the executive director for a portion of their work. This is the first step in a longer range plan to create a full-time paid executive director position. Having this funding will create the time and space for the Executive Director to focus on donor development.*

*Character Limit: 2000*

## Current Financials

This section focuses on the organizations operating budget. This goal of this section is to gain a better understanding of the organization's current financial status and operating budget.



If your organization does not have a template for question #10 we have linked one in the question that you can use. It can be viewed as either an excel document or in Google Sheets. If you use this document note that the first tab is a profit and loss statement (income and expenses) and the second tab is a Balance Sheet template. If you have any questions, please do not hesitate to contact Elyse@UnitedArts.cc.

### **Financial Management\***

Describe the current finances of the organization. Points to consider

- Impacts from COVID-19
- Current Economic Landscape
- Does the Organization have debt
- How are financial decisions / policies made

*Character Limit: 1000*

### **Q10. Upload the organization's 2021 Form 990\***

Upload your most recently filed 990. The IRS Form 990 that the organization files is dependent on the size of its operating budget. Accepted 990s are:

- 990-N sometimes called a 990 Postcard
- 990 - EZ
- 990

Upload as a PDF document. If the organization did not file a 990 for its FY 2021, contact Elyse@UnitedArts.cc for a question override.

*File Size Limit: 7 MB*

### **Q11. Operating Budget**

Upload information that shows the organization's operating budget. If the organization does not have its own form, use the template below to show Fiscal Year End 2021 and the organization's current operating budget.

Financial Statements (template provided – note if you do not have access to Excel. Contact Elyse@UnitedArts.cc. She will share with you, your organization's template in Google Sheets.)

*File Size Limit: 5 MB*

## *Artistic, Historic, or Scientific Merit - Two Years of Funding Requested*

---

### **2Q1. Vision for Success\***

If funding is secured for two-years, what will the organization be able to accomplish that it otherwise would not be able to?

- How will the organization be elevated?
- How will the organization continue to benefit the community(ies) / populations that it serves?

*Character Limit: 2000*

### **2Q2. 2nd Year Goals\***

Revisit the organizational goals in the merit section. How will these goals change in year 2? If the initial goals are met, will you have new goals? If the goals are the same, are they elevated in anyway?

*Character Limit: 1500*

### **2Q3. Key Milestones & Measuring Success\***

Identify the important milestones the organization will be working towards during the two years. How does the organization propose to measure success beyond year one? What information is the organization wanting to collect to show its continued impact and growth?

*Character Limit: 1500*

### **2Q4. Performance Indicators\***

Is the organization willing to work with United Arts staff and board to develop an evaluation plan, if needed?

#### **Choices**

Yes

No

## *Community Impact*

---

### **Q12. Community Impact\***

How is the organization benefitting the central Florida community? Includes, but not limited to social impact, economic impact, and the potential to serve / reach individual whose opportunities to experience the arts are limited by geography, ethnicity, economics or disability, as applicable.

Looking for ideas? Click on the link to view the Arts + Social Impact Explorer.

*Character Limit: 1000*

**Q13. Partnerships and Collaborations\***

Describe any current arts and culture-based partnerships as well as cross-sector collaborations (partnerships with organizations or groups outside of the arts and culture sector). Include roles and responsibilities.

*Character Limit: 1500*

**Q14. Outreach Awareness and Marketing Efforts for 2023\***

Describe the organization's outreach, marketing, and audience development efforts.

Includes, but not limited to

- How potential audiences hear about programming
- What efforts are being undertaken to reach new audiences
- Programs attract residents and visitors

*Character Limit: 800*

**Q15. Audience / Participant Information\***

How does the applicant organization plan to collect demographic information about its audience members? This information is required as part of the final report. Explain the methods you will use (coded tickets, surveys, etc.). Linked here is a simple sample survey. If you have questions, please contact Elyse at Elyse@UnitedArts.cc or 407-790-7844.

*Character Limit: 500*

**Q16. Estimated Attendance in 2023 - Direct Participants\***

Estimated number of direct arts participants (artists, performers, participants in workshops)

*Character Limit: 50*

**Q17. Estimated Attendance - Audience Members\***

Estimated number of audience members that the organization could serve in 2023.

*Character Limit: 50*

**Q18. Estimated Number of Paid Artists\***

Estimated number of paid artists during the project period (January 1 2023 - December 31, 2023).

*Character Limit: 12*

**Q19. Estimated Number of Volunteer Artists (nonpaid Artists)\***

Estimated number of unpaid (volunteer) artists involved in the organization's work during the grant period (January 1 2023 - December 31 2023).

*Character Limit: 12*

## Orlando At Play

United Arts would like to help promote your organization's events and projects! To post this event on United Arts' events website OrlandoAtPlay.com, once all event details have been finalized, use the following link: [Submit an Event](#). For questions and assistance with posting, contact [Alexsa@UnitedArts.cc](mailto:Alexsa@UnitedArts.cc)!

## Support Materials

---

### Letter of Support\*

Please include at least one letter of support ideally from community or professional leaders (unrelated to the applicant) that have experienced the organization's work/services.

*File Size Limit: 2 MB*

### Work Examples\*

Here is a space to share reviews, upload photos and videos, and share links of support materials. If you need help combining everything into one document to upload, contact [Elyse@UnitedArts.cc](mailto:Elyse@UnitedArts.cc).

*Character Limit: 500 | File Size Limit: 10 MB*

## Leadership Signature

---

### Signature of Primary Contact (Type Name)\*

Must be Executive Director or Equivalent of the applicant organization. By typing your name here, you certify that the producing organization is committed to completing the activities proposed in this application in compliance with any applicable laws, and that all materials in this application are true and complete to the best of your knowledge. You also certify that you have read the GUIDELINES and that your organization fits the requirements. Note: digital signatures cannot be uploaded in this field; you must type your name.

*Character Limit: 100*

## Organization Not Eligible

---

Dear Applicant,

Based on your answer Question 1: Organizational Eligibility, it does not appear that you are eligible for the Diversity in the Arts Program.

If you have any questions, please contact, Elyse at [Elyse@UnitedArts.cc](mailto:Elyse@UnitedArts.cc).

To explore other United Arts grant programs, visit <https://unitedarts.cc/grantee-resources/grants-2/>.