

*United Arts' Diversity & Accessibility Grant will incentivize the creation of arts & cultural programming that will appeal to a wide range of audiences in Central Florida. The ultimate goal is to increase the participation of diverse communities and people with varying abilities in arts and culture, not only attending performances, but participating as artists and performers in the programming, serving on volunteer committees and boards, and ultimately becoming arts and culture patrons and supporters.*

**Deadlines:** **August 3<sup>rd</sup> at 5PM** for projects starting September 1<sup>st</sup> & **February 1<sup>st</sup> at 5PM** for projects starting March 1<sup>st</sup>

- Projects must end one year after project start date
- Final Report due 30 days after final live event, for final 25% of funding

**Request Amount:** Maximum of \$5,000 or up to 50% of eligible cash expenses

- Funds must be matched \$1:\$1 by cash income from other sources. No in-kind match is eligible.
- Funding is very competitive; not all projects of merit will be funded.

### Organization Eligibility Summary:

- Nonprofit 501(c)3 corporate status, in good standing with the [State of Florida Division of Corporations](#) & the [IRS](#)
- Principal office located, and provide programming (three years) in, Lake, Orange or Osceola
- Arts, cultural, history or science primary mission
- Completed three years of operations, providing cultural programming (defined as production, presentation or instruction of performing, visual, literary or media arts, the sciences, or history and heritage)
- Received a grant from United Arts in the past year

**Continue reading for full organization eligibility requirements and restrictions.**

### Project Eligibility Summaries:

#### Diversity Grant:

- Diversity Programming & Marketing – New or expanded arts or cultural programming that serves racially/ethnically diverse audiences and includes a strong target marketing plan. Partnerships with culturally diverse organizations are encouraged.
- Diversity Plans & Training – Diversity plan or training program that includes clear and measurable benchmarks and indicates responsible parties. Example plan items include training for staff and board and establishment of diverse advisory committees.

#### Accessibility Grant:

- Accessibility Programming & Marketing – New or expanded arts or cultural programming that serves people with varying abilities and includes a strong target marketing plan. Partnerships with organizations that provide services to people with varying abilities are encouraged.
- Accessibility Plans & Training – Accessibility plan or training program that includes clear and measurable benchmarks and indicates responsible parties. For example: training for staff and board.

**Continue reading for full project eligibility requirements and restrictions.**

In all cases, final eligibility decisions are made by United Arts staff. Each organization is limited to one Diversity or Accessibility Grant application per deadline, and one Diversity or Accessibility Grant every year (July-June period). Priority will be given to applicants who have not received a Diversity or Accessibility Grant in the past. Approval of one year of funding carries with it no assurance of continued funding in subsequent years. Applicants must be in good standing with any prior grant reporting.

**Additional information sections below include Request Amount, Funding Decision Process, Grant Payment Schedule, Target Marketing to Diverse Communities, Requirements During the Grant Period and Application Tips.**

### **Additional information**

**Request Amount:** A maximum of \$5,000; funds must be matched \$1:\$1 by cash income from other sources. No in-kind match is eligible. Funding is very competitive; not all projects of merit will be funded. Maximum grant award is \$5,000, but average grants will be lower. Any applicant whose project will not be possible with partial funding must notify United Arts. Applicants whose project budget includes ineligible expenses (see page three) must remove them when calculating the request amount; contact United Arts for assistance if needed.

**Funding Decision Process:** Staff initially reviews applications. Staff may contact applicants for additional materials, please watch email closely. Incomplete applications will be rejected. If the primary contact will be out of town, designate a contact person and notify [Rafael@UnitedArts.cc](mailto:Rafael@UnitedArts.cc). United Arts usually postpones consideration of funding if the event falls within the next cycle. Grant awards are determined by the Executive Committee of United Arts' board of directors.

**Availability of Funding:** The grant pool starts in August and is available for the next cycle in February until funding is gone; projects submitted in August have the best chance of funding. United Arts will post on the website ([www.UnitedArts.cc/grants](http://www.UnitedArts.cc/grants)) if funding has run out for the current cycle.

**Grant Payment Schedule:** Grantees will sign an online award agreement before receiving grant funds. 75% of funds will be issued once award agreements are in place; the final 25% will be issued after project is complete and final report has been approved. The final report is due 30 days after the final event.

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### **Organization Eligibility Requirements**

To apply, the organization must have:

- Nonprofit 501(c)3 corporate status, in good standing with the [State of Florida Division of Corporations](#) & the [IRS](#)
- Completed three years of operations, providing cultural programming (defined as production, presentation or instruction of performing, visual, literary or media arts, the sciences, or history and heritage)
- Principal office located, and provide programming (three years) in, Lake, Orange or Osceola counties
- Arts, cultural, history or science primary mission
- Received a grant from United Arts in the past year
- Local governing board that meets at least quarterly and operates under a set of bylaws
- Must provide equal access and opportunity in employment and services and may not discriminate on the basis of race, color, ethnicity, religion, gender, ancestry, national origin, geography, age, varying abilities, pregnancy, sexual orientation, gender identity, marital status, familial status, citizenship status, or socioeconomic status.

### **Organization Eligibility Restrictions**

Organizations are NOT eligible if they are one or more of the following:

- A public or private entity governed by a county, municipality, school district, community college, college, university, or an agency of state government
- Media companies (TV/radio/print)
- Faith-based organizations
- Fraternal or sports organizations
- Political causes, candidates, organizations, or campaigns
- Organizations that are adjuncts to for-profit organizations. ("Friends of" organizations are eligible to apply only in lieu of the parent nonprofit organization.)

### **Project Eligibility Restrictions (All Projects):**

All ineligible items must be removed from the application budget when calculating match. This grant cannot fund:

- Capital expenditures (including acquisitions or equipment), or any building, renovation or remodeling of facilities
- Deficit reduction, bad debts, contingencies, fines and penalties, interest payments, litigation costs, or any other comparable financial costs
- Contributions to cash reserves and/or endowment funds
- Lobbying or attempting to influence federal, state, or local legislation
- Fundraising events, activities, and related expenses (e.g., benefits, dinners, sporting events, etc.)
- Awards, prizes, or scholarships for use outside the applicant's programming
- Tuition for academic study
- Projects produced by K-12 students (priority is on professional artists and arts organizations engaging the public)
- Food or beverage for hospitality or entertainment functions
- Regranting, contributions, or donations
- Projects benefiting for-profit organizations
- Private events closed to the general public and activities restricted to an organization's membership (including school competitions, recitals and graduations)
- Excessive administrative costs of the hosting organization (15% max allowed for internal salaries, costs related to owned venue, etc.)
- Staff travel outside of Lake, Orange or Osceola
- Projects in the following areas: acrobatics, aerobic dance, beauty pageants, clowning, comedy, cosmetology, face painting, fashion shows, karaoke, juggling, magic shows, martial arts, mineralogy, gemology, modeling, nature presentations, quiz bowls or travel presentations
- Projects of a religious nature designed to promote or inhibit religious belief and/or practice and that have no basic underlying secular theme or topics
- Festival costs not related to the fine arts including commercial artists/musicians, DJs, food/beverages, business expos, social service projects, etc. Children's performances or exhibits are not eligible elements of a festival for grant funding; grant-funded presentations must be by professional artists and performers.

### **Project Eligibility Requirements (Accessibility Grant):**

Programming & Marketing:

- Involve the arts, sciences, or humanities, such as the fine arts of a culture
- Occur in Lake, Orange or Osceola and be open to the public
- Programming must directly appeal to people with varying abilities, such as: physical disability, visual disability, hard of hearing or deaf, developmental disability, learning disability, mental illness or chronic illness.
- The project must create a new program or expand a current program for the applicant – content and marketing must seek to attract people with varying abilities not currently attending the organization's programs or events. *Must specify # of incremental people served in the target audience*
- A production or exhibition within a standard season may be eligible if it represents an increase in programming for persons with varying abilities, audience members or participants, from prior years.
- Partnerships with organizations that provide services to people with varying abilities are encouraged.

Plans & Training:

- Accessibility plans should include clear and measurable benchmarks, responsible parties, and expected date of completion for each item and will typically cover the following:
  - Accessibility training for staff and board
  - Strategies & actions aimed at community outreach and engagement
  - Plans for updated signage, printed materials or other
- Consultants used for this grant should specialize in outreach to people with varying abilities
- Organizations choose their own consultant, to be approved by United Arts during the application process. Consultant availability must be confirmed before application.

## Project Eligibility Requirements (Diversity Grants):

### Programming & Marketing:

- Involve the arts, sciences, or humanities, such as the fine arts of a culture
- Occur in Lake, Orange or Osceola
- Be open to the public
- Programming must directly appeal to racially/ethnically diverse audiences and must include a strong target marketing plan (see Target Marketing to Diverse Communities section below) to bring in those audiences. Funds may be used for program expenses and marketing of the program.
- The project must serve a new or expanded constituency for the applicant – program content and marketing must seek to attract a racially/ethnically diverse segment of the population not currently attending the organization's programs or events. *Must specify # of incremental people served in the target demographic.*
- A production or exhibition within a standard season may be eligible if it represents an increase in diverse programming from prior years.
- Partnerships with culturally diverse organizations are encouraged.
- Programs scheduled exclusively during racial/ethnic heritage months may not be competitive, and thus are not recommended.

### Plans & Training:

- Diversity plans should include clear and measurable benchmarks, responsible parties, and expected date of completion for each item and will typically cover the following:
  - Diversity training for staff and board
  - Strategies & actions aimed at community outreach and engagement
  - Strategies & actions to increase board diversity
  - Establishment of diverse advisory committee(s) and their role
- Consultants used for this grant should specialize in outreach to diverse communities.
- Organizations choose their own consultant, to be approved by United Arts during the application process. Consultant availability must be confirmed before application.

## Target Marketing to Diverse Communities

Target marketing is a requirement of this grant for programming projects. Successful target marketing requires more than just obtaining a diverse contact list to send your press releases to, placing generalized collateral in diverse locations without physical representation, and running one-off ads through diverse media outlets only when you have a program featuring someone from that culture. Successful target marketing requires

1. in-depth research to learn and fully understand your target audience,
2. adjusting your marketing message, materials, and even the leadership, staff, and programming of your organization to better reflect your target audience and that audience's values and, lastly,
3. a long-term plan and buy-in from your entire organization to continuously engage with your target audience, to show your commitment to establish and foster genuine relationships with those who make up that target audience.

For more information and tips, see [www.UnitedArts.cc/diversity](http://www.UnitedArts.cc/diversity).

## Requirements During the Grant Period:

- **Request Permission for Changes:** Significant project or budget changes must be requested in advance. Changes may or may not reduce the grant amount, requiring a return of grant funds to United Arts. Contact [Rafael@UnitedArts.cc](mailto:Rafael@UnitedArts.cc) with questions or to discuss a potential project change.
- **Notification:** During the project, grantees must keep [Rafael@UnitedArts.cc](mailto:Rafael@UnitedArts.cc) and [Matthew@UnitedArts.cc](mailto:Matthew@UnitedArts.cc) on their email list, renew insurance policies when they expire, and notify United Arts of any contact changes or changes in IRS tax-exempt status. United Arts will add grantees to its email list including resources and opportunities.
- **Publicity:** Grantees for programming & marketing projects are required to post their events on OrlandoAtPlay.com, when the dates and other details have been set. United Arts promotes select events through our email newsletter and, if at least two months in advance, the calendar section of *Orlando Arts Magazine*. To add your event, go to [www.OrlandoAtPlay.com/page/submit\\_event/](http://www.OrlandoAtPlay.com/page/submit_event/).
- **Legal & Insurance:** You must comply with fair labor standards and a drug-free workplace and maintain insurance coverage. At the time of award acceptance, all grantees are required to provide a Certificate of Insurance, listing United Arts as certificate holder and proving current coverage for the following types and limits of coverage:
  - Commercial General Liability, \$500,000 (event riders are acceptable, or insurance held by the venue that covers your organization for the event). United Arts MUST BE listed as additional insured (usually listed in the notes field).
  - Commercial Auto Liability, \$500,000 (unless covered under Commercial General Liability policy)
  - Workers' Compensation, as required by law (if the organization employs more than three paid staff)
  - Employee Dishonesty/Crime – for organizations with three-year average revenue over \$900,000, \$50,000 or 25% of the grant award, whichever is greater; for organizations with three-year average revenue under \$900,000, \$10,000 or 25% of the grant award, whichever is greater. For organizations with no employees, either the Commercial General Liability or Directors & Officers' policy must cover volunteer theft.Grantees must submit a new copy of the insurance certificate whenever one of the policies expires. Any organization that believes it cannot meet the coverage requirements throughout the project period may request a reduction or waiver. Any such request shall include an explanation of the need for reduction or waiver, signed by a board representative and accompanied by a quote in writing from a potential insurer.
- **Inclusion:** Grantees must provide equal access and opportunity in employment and services and may not discriminate on the basis of race, color, ethnicity, religion, gender, ancestry, national origin, geography, age, varying abilities, pregnancy, sexual orientation, gender identity, marital status, familial status, citizenship status, or socioeconomic status. United Arts expects that the make-up of the staff, board, audience, volunteers, artists, scientists, historians, etc. involved with grantee organizations be inclusive of the diversity of the community and compatible with the organization's mission.
- **Acknowledgement:** Grantees must acknowledge the grant in all project publicity and materials (whether printed, online, verbal, or other), with the United Arts logo and statement "This project is made possible by a grant from United Arts of Central Florida."
- **Surveys & Demographics:** For diverse programming & marketing projects, this grant requires use of a survey form provided by United Arts. Applicant must be able to provide surveys to attendees and collect surveys for submission in the final report. Applicant must be able to provide audience demographic statistics in the final report.
- **Recordkeeping:** Grantees must keep information (including description and photos of the project, press or publicity about the project including use of logo or acknowledgement statement, collected survey forms, attendance statistics, and financial records) for the final report. Also keep records about the grant activities and financials for at least five years after the project is completed; such records must be available for audit by United Arts representatives.
- **Final Report:** a final report form will be provided in your online account. This report will be due 30 days after the final event, to receive the final 25% of funds and maintain eligibility for future funding.

## Application Tips

For tech support or other questions: Contact [Rafael@UnitedArts.cc](mailto:Rafael@UnitedArts.cc) or 407.790.7844.

- Go to [www.UnitedArts.cc/grants](http://www.UnitedArts.cc/grants) to download the budget form (“save as” to your computer before editing) and start the online application.
- Start early!
  - Read these guidelines thoroughly and take note of any questions.
  - Proofread! Ask others to read your application. You can ask for a *brief* courtesy review by United Arts up to 2 days before the deadline.
  - You can make an appointment to use United Arts computers (extremely limited).
  - Gather the attachments for the application on your computer. It is recommended to compose narrative in a separate document and then copy and paste into the online application but watch for formatting changes such as loss of space between paragraphs.
- Save often.
- Submit early! Leave extra time at the end in case you have questions or computer trouble. Missing documents or fields will prevent submission of the application. *Contact and project information for all grantees will be made available to the press, and United Arts may use quotes or pictures from applications or reports in publicity.*
- Not ready to submit by the 5:00 pm deadline? You can save it for the next deadline.
- Don’t stop here!
  - Take advantage of free postings on United Arts’ events website [OrlandoAtPlay.com](http://OrlandoAtPlay.com) (click “Submit Listing” at top right).
  - If you have education programs for schools, they may be eligible for Arts and Culture Access funding from United Arts. See [www.UAArtsEd.com/page/guidelines](http://www.UAArtsEd.com/page/guidelines) to learn how to apply.
  - Apply for grants from other funders, including the Florida Division of Cultural Affairs ([www.Florida-Arts.org](http://www.Florida-Arts.org)) and Orange County Arts & Cultural Affairs ([www.UnitedArts.cc/grants](http://www.UnitedArts.cc/grants)).
  - Let us know what we can do for you as your local arts agency!

