

# Sustaining Impact Grant Renewal

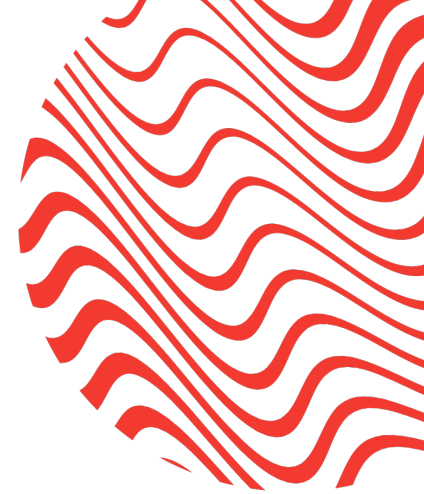
Webinar

02.08.21



Funding Arts. Fueling Community.

# Today's Meeting



- |                        |  |
|------------------------|--|
| 1. Welcome             | Alecia Kintner                                 |
| 2. Campaign Kick Off!  | Terry Horan, Chairman                          |
| 3. How You Can Help    | Lisa Wolter<br>Kathy DeBrosse                  |
| 4. Impact Team Update  | Kate Kennedy                                   |
| 5. Renewal Application | Alecia Kintner<br>Sam Cribbet<br>Mary Stagaman |
| 6. Q&A                 |  |

# For the Arts. For ALL.

arts  
wave  
Funding Arts. Fueling Community.





# 2021 ArtsWave Community Campaign Chair

**Terry Horan**  
President & CEO  
HORAN





# How You Can Help



- Workplace Campaign
- Arts Board Campaign
- Campaign Speaker
- Ideas for Employee Engagement/Fun Activities

**Lisa Wolter**

Vice President

Community Campaign

[Lisa.Wolter@ArtsWave.org](mailto:Lisa.Wolter@ArtsWave.org)



# Donor Benefits

## BENEFITS TO GIVING... *All benefits are cumulative!* →

### NEW GIFT or 10%+ INCREASE

(\$75 minimum)

#### Team Cincinnati + Enjoy the Arts @ Parks

Behind-the-scenes and exclusive experiences at the Reds and FC Cincinnati, plus **Enjoy the Arts @ Parks** events, spring through fall + a 2021 Great Parks Pass!



#### \$75+ ArtsWave Pass

One-year membership to arts, restaurants and shops. NEW **Arts4Wellness**, curated activities that keep us healthy & hopeful throughout 2021

#### \$150+ (\$12.<sup>50</sup>+ monthly) Music By The Banks

Guided tour of the Andrew J Brady ICON Music Center, Cincinnati's new, state-of-the-art music venue at The Banks

#### \$250+ (\$20.<sup>84</sup>+ monthly) Dance at Park's Edge

Be among the first to tour the region's new destination for dance, Cincinnati Ballet's Margaret and Michael Valentine Center for Dance

#### \$500+ or RECURRING GIFT\* (\$41.<sup>67</sup>+ monthly) Arts for Two

Join our recurring gift program with a credit card (\$10/month min.), or donate \$500+ and enjoy an exclusive arts experience that only ArtsWave can produce

\*Recurring gift minimum \$10/month

#### \$1,500+ (\$125+ monthly) Leadership Giving

Invitations to special leadership events; membership in leadership networking and affinity groups; recognition in ArtsWave's community report





# How You Can Help



**Kathy DeBrosse**

Vice President

Marketing & Engagement

[Kathy.DeBrosse@ArtsWave.org](mailto:Kathy.DeBrosse@ArtsWave.org)



# All-new ArtsWave Pass!

Curated experiences **exclusively for members**. Examples include...

- Free admission to Taft Museum + 2 tickets to special exhibition
- Free Fellow Travelers recording from Cincinnati Opera

**New Arts4Wellness** will keep you healthy and happy. Lineup includes...

- **February:** Explore your personality through the Enneagram! Join a conversation with Corporate Consciousness CEO Deni Tato Flanked by a fantastic art collection, Deni will explain the nine Enneagram personality types and how Artful Mindfulness can help all nine.
- **March:** The Art of Training for a 5K with the Flying Pig Marathon featuring four artful 3.1-mile courses curated by the race director of the Flying Pig and a music playlist filled with Cincinnati musicians.
- **April:** Healthy Cooking with Pam Ford, chef to movie stars in Cincinnati filmed at Arnold's Restaurant, which is featured in five movies filmed in Cincinnati. Complete with behind-the-scenes stories from local productions.
- **May:** Mindfulness and Your Mental Health: A Conversation with Jewel
- **Eight more amazing experiences just for members!**



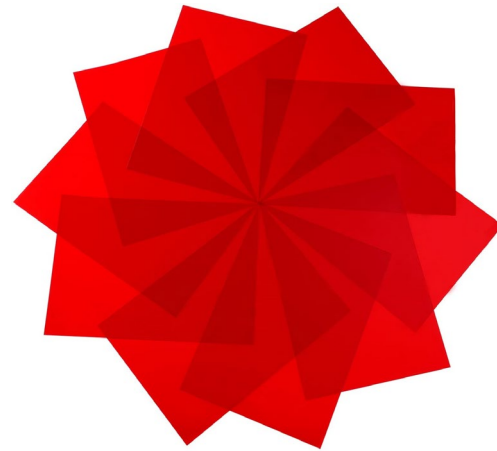
# 2021 ArtsWave Campaign Kickoff:

## #ILoveTheArts Red Light Valentine's Display

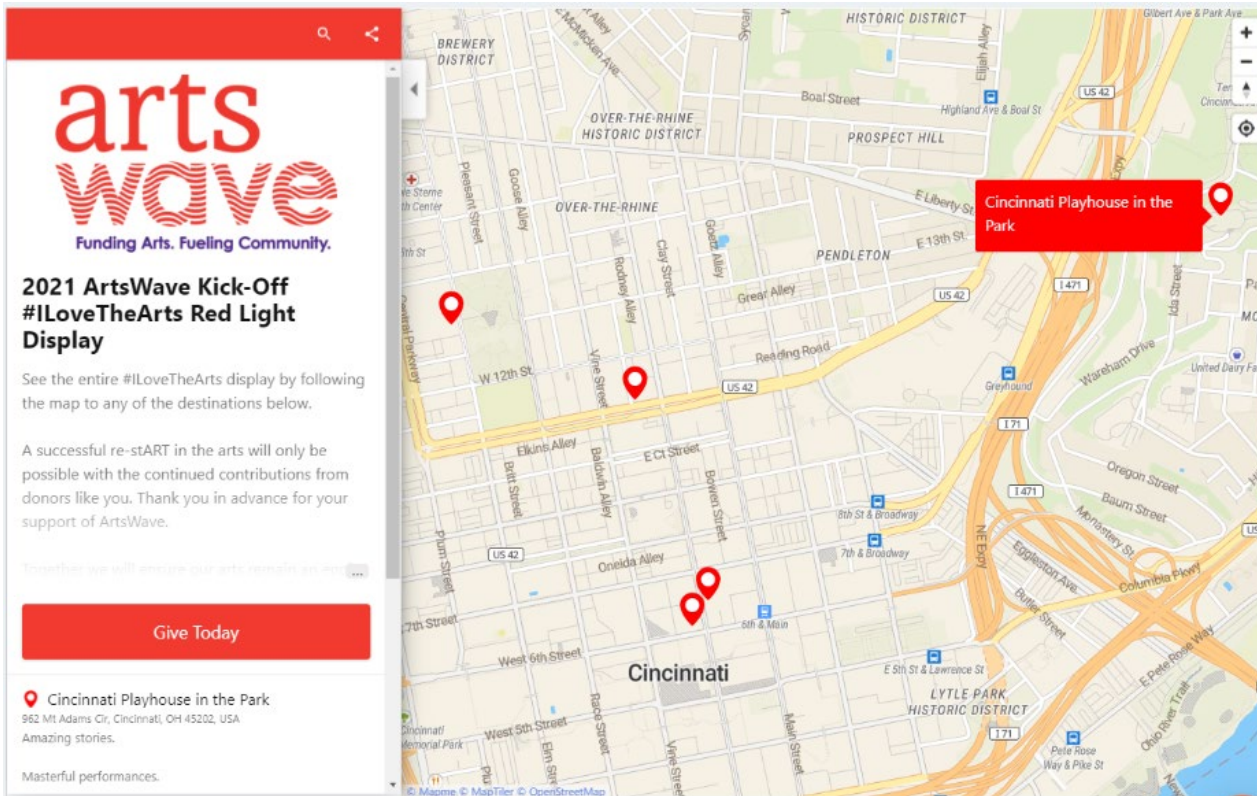


# When & What

- Friday, February 12 and Saturday, February 13
- 6-9 p.m.
- Lights and gobos everywhere!
- Nearly 50 partners; sector amplification
- Photo contest
- Additional tie-ins: Cincinnati Shakespeare Company & Fitton Center
- Immediately following: ArtsWave Challenge



# PR & Interactive Map Efforts



**arts wave**  
Funding Arts. Fueling Community.

### 2021 ArtsWave Kick-Off #ILoveTheArts Red Light Display

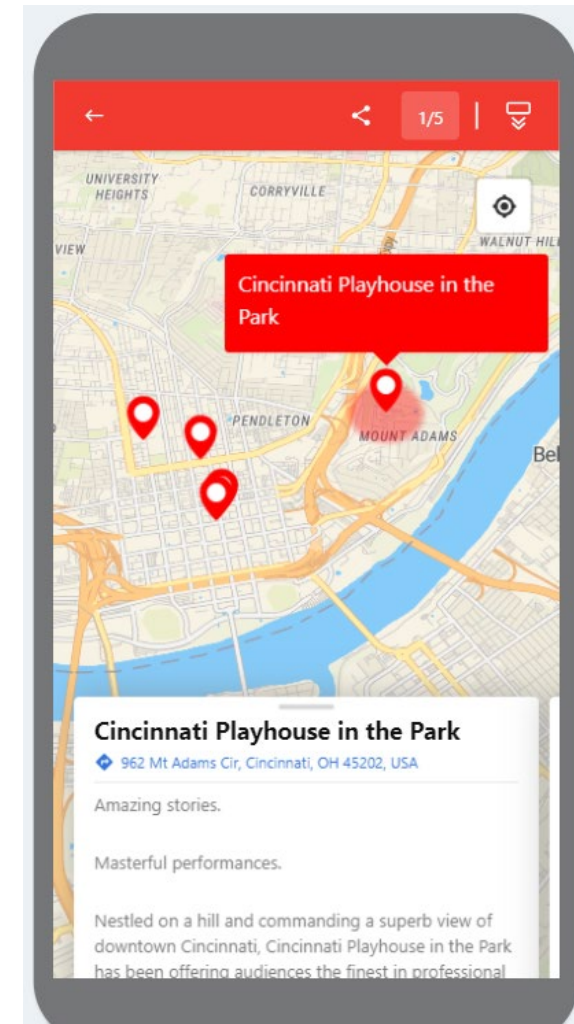
See the entire #ILoveTheArts display by following the map to any of the destinations below.

A successful re-START in the arts will only be possible with the continued contributions from donors like you. Thank you in advance for your support of ArtsWave.

Together we will ensure our arts remain vibrant.

[Give Today](#)

**Cincinnati Playhouse in the Park**  
962 Mt Adams Cir, Cincinnati, OH 45202, USA  
Amazing stories.  
Masterful performances.



**Cincinnati Playhouse in the Park**

**Cincinnati Playhouse in the Park**  
962 Mt Adams Cir, Cincinnati, OH 45202, USA  
Amazing stories.  
Masterful performances.  
Nestled on a hill and commanding a superb view of downtown Cincinnati, Cincinnati Playhouse in the Park has been offering audiences the finest in professional

[Red Light Kick Off \(artswave.org\)](http://artswave.org)

# Other updates & ways to help:

- Social media amplification including ArtsWave Challenge
- ArtsWave Pass – streamed events, in-person, premium items
- ArtsWave Guide – enhanced virtual emphasis
- Press & press release mentions
- Program booklets and signage
- Questions?



# ArtsWave Impact Team Update

**Kate Kennedy**

Chief Operating Officer

[Kate.Kennedy@ArtsWave.org](mailto:Kate.Kennedy@ArtsWave.org)

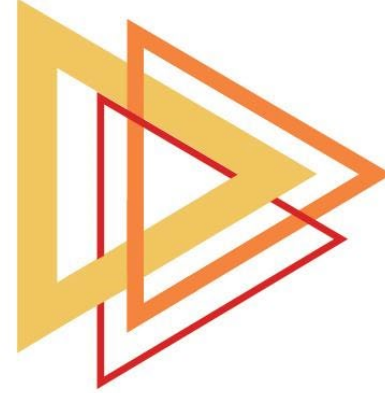




LEADERSHIP COUNCIL  
FOR NONPROFITS

# SECURING THE FUTURE

**MARCH 4, 2021**



THE FUTURE OF  
BELONGING

KEYNOTE SPEAKER:

VANESSA MASON

MARCH 4, 2021 | 8am - 12pm

VIRTUAL

**ArtsWave Discount: use code STFWAVE and check the “Member” box for \$20 discounted registration (will be matched by ArtsWave as a professional development grant for arts sector personnel)**



# Year 3 Renewal Application Details

- Timeline
- Main Application
- Financial Review
- Committee Review
- Advancing DEIA

**Alecia Kintner**

President & CEO

[Alecia.Kintner@ArtsWave.org](mailto:Alecia.Kintner@ArtsWave.org)



# 2021 Key Application Dates



**Application Deadline.....April 5 by 5pm EST**

- Application package consists of the Financial Review AND the Main Application – you must submit both!
- ArtsWave staff is unable to provide technical assistance past 4:30pm on the deadline day.

**Committee Review + Conversations.....May - Online**

**Award Announcement.....June 18**





# Main Application



# Main Application



- I. Organization Profile
- II. Organizational Capacity
- III. Community Impact
- IV. Optional: Business Courier Story Pitch

# Main Application – Org Profile



- **Key Contacts**
- **Mission Statement**
- **Year Mission Adopted**
- **Service Area**

# Main Application – Org Capacity

- **Demographic Profile (board and staff – as of 3/31/21)**
  - By July 2021, ArtsWave is expecting that Sustaining Impact grant recipients have racial/ethnic diversity reflected on their boards of directors. This expectation was communicated in 2019.
  - Optional space for any context or updates.
- **Paid Employee Data (pre-pandemic, 3/31/21, 9/1/21)**
- **Upcoming Leadership Changes, if any**

# Main Application – Org Capacity

- **Volunteer Profile (FY2019, FY2020)**
  - Numbers of unpaid volunteers (estimates OK)
- **Community Engagement Profile (FY2017, FY2019)**
  - Total #s Reached (entire paid, unpaid universe engaged with your organization EXCEPT for arts education activities)
  - Total # Arts Education Activities  
(we're looking at possible change since the start of the Blueprint)
  - Total # of free/low-priced arts experiences provided
  - Optional space for explanation about changes in programming, data collection, or other relevant variables

# Main Application – Impact



1. Reflection on the Blueprint
2. Resiliency, Innovation and Restart
3. Diversity, Equity, Inclusion and Access
4. Recovery

# Main Application – Impact

## 1. Reflection on the Blueprint

- a. Changes to mission, vision, program, personnel, processes, outcomes, etc. since the introduction of the Blueprint and its sector vision for a more vibrant regional economy & connected community
- b. ONE example of a Blueprint-related community impact over last five years, supported by data and digital media (1-3 uploads)
- c. ONE example of a Blueprint-related community impact during the crises of 2020, supported by data and digital media (1-3 uploads)
- d. Check the box if ArtsWave can share the digital media publicly

# Main Application – Impact



## 2. Resiliency, Innovation and Restart

- a. Factor(s) that contributed to your organization's resiliency over the last year
- b. Fresh looks at old ways of doing business (aka pivoting!) – describe your innovations and how you will prioritize future innovation
- c. **Restart Plan and 2021-2022 Outlook**



# Main Application – Impact



## 3. Diversity, Equity, Inclusion and Access

- a. 1-2 metrics beyond demographic composition of board and staff, tied to Diversity, Equity, Inclusion and Access Plan as applicable
- b. For Large/MidSize Orgs: learnings, ah-ha's, or unexpected benefits while developing (or advancing) your DEIA Plan
- c. Any Plan updates since 1/15/21 submission? If so, upload current version.

# Main Application – Impact

## 4. Recovery

- a. How will your organization contribute to and regional economic recovery and community healing, after months of isolation and divisiveness?
- b. Something to look forward to! Give us a headline related to your upcoming programming.
- c. As applicable, describe your programming related to health/wellness outcomes.
- d. Optional: suggestions for ArtsWave that would help the sector (or community) in the restart

# Main Application – Biz Courier Pitch



- This is OPTIONAL if your organization would like to be considered for an online series authored by arts leaders in Arts Biz in the year ahead
- Pitch the story in 150 words or less, tell us which Blueprint area it aligns with, why it matters to a business audience, and ideal month of publication
- We'll select a varied group of organizations/topics and contact you with next steps

# Committee Conversations via Zoom



**Provide an overview of your Restart plans: programming, revenue and expense assumptions, needs, opportunities, ongoing challenges, innovations, elements of resiliency. Describe what's happening now and how you're managing through uncertainty.**

**40-minute conversations to be scheduled in May**

- 15 minutes Restart presentation
- 25 minutes panel Q&A

# Committee Conversations via Zoom

- **Slides are optional.**
- **Invite up to 5 people to participate.** For instance: CEO, plus reps from Board, Finance, Program/Artistic, DEIA or Community or Education
- **Dates and times** will be confirmed in March.



# Financial Health Check



**Sam Cribbet**

VP, Finance

[Samantha.Cribbet@ArtsWave.org](mailto:Samantha.Cribbet@ArtsWave.org)

# Financial Health Check



## Financial Review Sections

1. Organization Information
2. Financial Questions
3. Attachments
  - Financial Reporting Form- No Change
  - Cash Flow Forecast- No Change
  - Restart Budget- NEW
  - Financial Audit and Operating to Audit Reconciliation Form
  - Form 990
4. Statement of Assurances
  - Signed by Board President, Board Treasurer, and CPO

# Financial Health Check

## Restart Budget- NEW

- Our goal is to understand what it will cost to restart programming.
- Include direct costs above and beyond normal on the worksheet (*Ex: Extra cleaning costs or premiums paid for personnel*)
- Include any other assumptions in written form on the application (*Ex: Our organization estimates that we will only be able to offer half the admittance as normal which equates to a loss of approximately \$50K*)



# Financial Health Check

## Restart Budget- NEW

### ArtsWave Sustaining Impact Grant Recipients

#### Restart Budget

Organization:

Month you are assuming that programming resumes for your organization:

**Instructions:** Use this template to provide costs or estimates that are apart of your FY21 or FY22 budget that are directly related to your restart effort. Costs included should be those costs you would not typically incur but instead are expenses that due to shutdowns, regulations, and/or safety measures are being spent. Please add lines/expenses as needed and comments where appropriate.

*Ex: Organization A has had to pay a premium to hire back set designers. Pre-COVID salary was \$50,000, post estimate is \$55,000. As such, \$5,000 would be included below.*

#### Expenses

		Notes/Assumptions	
<i>Personnel</i>			
Salaries & wages	\$ -		
Benefits	\$ -		
Other (e.g. workers' comp, disability)	\$ -		
Accounting fees	\$ -		
[additional line item]	\$ -		
[additional line item]	\$ -		
<i>Other than Personnel Expenses</i>			
Rent or mortgage	\$ -		
Utilities	\$ -		
Security	\$ -		
Programs	\$ -		
Professional services	\$ -		
Insurance	\$ -		
Conferences & meetings	\$ -		
Travel	\$ -		
Printing	\$ -		
Technology	\$ -		
Supplies	\$ -		
Cleaning	\$ -		
[additional line item]	\$ -		
[additional line item]	\$ -		
<b>Total Restart Estimate</b>	<b>\$ -</b>		

# Financial Health Check



## Financial Tips

- Provide the organization's name and the dates of your fiscal year at the top of the form
- Use an accrual basis.
- Don't consider temporarily restricted funds, in-kind revenues/expenses, and depreciation expense.
- Refer to the definition of each revenue, expense, and transfer line item to ensure consistent reporting.
- Add comments as needed
- There are three tabs on the Financial Form



# Application Review



# Renewal Assessment



- Review committee will assess each application for organizational and financial capacity to continue or restart community impact.
- Evaluation tool will designate organizations as “On Track”, “Maybe/Partly On Track,” or “Not On Track”.
- Awards will be announced on June 18. Feedback will be provided in July/Aug 2021.
- Awards may be a combination of unrestricted general campaign funds and designated Arts Vibrancy Recovery Funds/Chairman’s Challenge Funds for innovation, ensuring diversity, or restructuring.

# Financial Review



- Panelists with finance expertise will be included in each panel group.
- Financial challenges will be evaluated on a case-by-case basis.
- Deficits are evaluated over a 3-year period.



# Advancing Diversity, Equity, Inclusion and Access in the Arts



**Mary Stagaman**

Impact Executive in Residence

[Mary.Stagaman@ArtsWave.org](mailto:Mary.Stagaman@ArtsWave.org)

# Key Dates



- 1/15/21 Large & Midsize Organizations submitted DEIA plans
- 3/2/21 Learning Forum: Best Practice Plans from the SI Cohort (9-10:30 am.)
- 3/4/21 Securing the Future non-profit leaders conference (8am-12pm)  
(register in advance w/ STFWAVE discount – just \$20!!!)
- 4/5/21 Submit plan revisions as part of your SI application  
(Nothing changed? No need to resubmit.)
- 7/15/21 Semi-Annual Report due, showing Board  
Racial/Ethnic Diversity (all SI organizations)
- (Ongoing) Feedback provided to organizations on their plans

# Looking Ahead



2022: Year One of New Three-Year Cycle

- Open eligibility, scored applications
- Re-calculated funding levels tied to score, budget and allocable dollars
- DEIA plan quality and progress on self-defined and sector goals included in review criteria and score.



# Sector DEIA Goals



2021:

- All large/mid-size organizations have plans
- Focusing on diverse spend (BIPOC artists/programming)
- Board racial/ethnic diversity

2022:

- Staff racial/ethnic diversity
- Audience racial/ethnic diversity

2023:

- Youth and YP engagement



Questions?

# Thank You!



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