FY2025 Catalyzing Impact Grantee Handbook

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The purpose of this handbook is to outline the grantee expectations and requirements for Catalyzing Impact grantees in FY2025. By accepting funding, an organization agrees to adhere to the grant recipient guidelines outlined in this document.

Grantee Responsibilities

By accepting this award, the Grantee is acknowledging they agree to uphold the terms and conditions outlined in the Grantee Handbook, including but not limited to:

- Agreeing to expend the entire grant amount for the purposes outlined in the original grant request;

- Agreeing to notify ArtsWave in writing of any changes to the objectives, methods, or timeline of the project for which grant funds have been awarded;

- Agreeing to appropriately credit and recognize ArtsWave for the project for which grant funds have been awarded; and

- Ensuring the organization's constitution, bylaws, and/or practices do not discriminate against a person or group because of age, race, national origin, ethnicity, gender, disability, sexual orientation, political affiliation, or religious belief.

Grant Recognition Guidelines

The ArtsWave Campaign receives contributions from generous individuals, business and foundation donors. To reinforce the importance of their gifts, we need them to see and understand the connection between their contribution to ArtsWave and the amazing work of your organization. Public recognition of this grant, and thereby of all donors to ArtsWave, is important to sustain and encourage future contributions to this community resource.

We ask recipient arts organizations to credit ArtsWave in all promotional materials including, but not limited to programs, newsletters, annual reports, calendars, catalogues, brochures, postcard announcements, invitations, news releases, radio and television spots, websites, social media posts, e-communications vehicles, street banners and box office windows.

Name and Brandmark Usage

Always use the full name: ArtsWave, with a capital "A" for Arts and a capital "W" for Wave and no space between Arts and Wave. The only exception is in email addresses or website URLs, which use all lowercase: "artswave.org." ArtsWave brandmarks and full brand guidelines are available for download at artswave.org/media.

In all cases, please make sure the brandmark is clearly legible and recognizable.

<u>Print Recognition</u>

Event Programs
Organizations receiving support from ArtsWave will use the ArtsWave logo on the title page of all programs, in a size at least 1.25 inches in width where possible. Logo size and placement should be proportional to ArtsWave's support comparative to other sources of funding.

When identifying classes of funders (e.g., Season Sponsor, Program Sponsor, Production Sponsor, etc.), please list ArtsWave as a "Season Funder" separate from other sources of operating support such as the Ohio Arts Council and the National Endowment for the Arts.

Newsletters
Include the ArtsWave logo and recognition of the community support, e.g., "XYZ is supported by the generosity of tens of thousands of contributors to the annual ArtsWave Campaign, the region's primary source for arts funding."

Newspaper/Magazine Advertising
Any advertising placed by a grantee that credits a specific funding source, regardless of size or length, should also credit ArtsWave. The size of the ArtsWave acknowledgement should be proportional to ArtsWave's share of annual support — if ArtsWave is the largest supporter, it should be listed in a larger font than other sources of annual support.

News Releases
News releases must credit ArtsWave support with appropriate written credit. Example: "XYZ is supported by the generosity of tens of thousands of contributors to the annual ArtsWave Campaign, the region's primary source for arts funding."

Event Signage
For a temporary exhibition, event or performance, wall text must include ArtsWave with other major public, private and corporate sponsors. If there is no wall text, organizations may place a sign near the entrance to the exhibition or event crediting ArtsWave as follows: "Supported by the generosity of community contributions to the annual ArtsWave Campaign, the region's primary source for arts funding."

<u>Electronic Recognition</u>

Broadcast Advertising
Include ArtsWave in radio and television spots if other sponsors receive credit and time is available. Radio spots should give verbal credit to ArtsWave (copy: "Funding

support comes from ArtsWave") and television spots should include the ArtsWave logo.

Digital Advertising

Logo credit should be provided in all digital advertising. Please include the ArtsWave logo, along with a link to artswave.org, on the front page of the organization's website. Acknowledgement of ArtsWave support should be proportional to its share of support compared to other sources.

Oral Recognition

In cases when there is no printed program, organizations can provide oral credit (curtain announcements) before each event or performance. As in press releases, oral credit should explicitly thank the community: "XYZ is supported by the tens of thousands of people who give generously to the annual ArtsWave Campaign, the region's primary source for arts funding." If an announcement is not possible, organizations may place a sign at the entrance of the event.

Collaborative Marketing

One of ArtsWave's goals is to communicate excitement about your organization's impact in a variety of channels. Starting in Summer 2024, ArtsWave has created a new app that will be a first-of-its-kind in boosting arts going and arts giving. This app and the content in it are designed to help the region's arts fill capacity and create relationships with new audiences.

The app contains three marketing components to help you attract larger audiences:

1. **Cincy A&E** (CincyAE.com), a new calendar that is being propelled by syndicated feeds and community partnerships to become the most comprehensive arts and entertainment calendar in the region. This calendar is being developed to minimize duplication of calendar entries into multiple local calendars. Organizations should submit listings for all events, performances and exhibitions to Cincy A&E, as soon as they are announced to the public. For a detailed tutorial on how to create listings in Cincy A&E, visit artswave.org/howto.

2. **ArtsWave Pass**. ArtsWave has expanded ArtsWave Pass to help you fill your capacity. Grantee organizations that able are asked to provide 50%-off events, performances and exhibition tickets to their event(s), as can be reasonably accomplished; you will be able to select quantities so you can adjust your marketing efforts as needed.

   Knowing that 20-30% of seats are generally going unfilled, you'll now be able to also start and stop last-minute offers and fill the remainder of your house with free tickets when needed. Not only can you maximize your audience and attendance, but you'll be able to do it thoughtfully through marketing tools that provide you with information to best reflect the community and to do that

digitally via the app. We encourage you to use this program regularly as a new marketing method.

3. **Exclusive content**. In the future, we'll be seeking your ideas and partnership on other unique content we might include.

Additional Grant Recognition Guidelines for Receipt of NEA Funding

Acknowledgment of the National Endowment for the Arts must be prominently displayed in all materials and announcements for your funded project. See the "Manage Your Award" section of www.arts.gov for copies of the most up-to-date National Endowment for the Arts logos.

The National Endowment for the Arts supports specific projects and does not provide general operating support. Please use our name and logo in relation to your Arts Endowment-supported projects but do not advertise the National Endowment for the Arts as a general donor to your organization or suggest that our support has extended beyond the close of your funded activity.

The Arts Endowment should not be included in lists of donors that are not specific to your supported project or appear beyond the project period dates.

For print and online project materials, a basic requirement is a phrase acknowledging support from the National Endowment for the Arts using the following language: "This project is supported in part by the National Endowment for the Arts."

We encourage you to include "To find out more about how National Endowment for the Arts grants impact individuals and communities, visit www.arts.gov."

In addition, we encourage you to use the **National Endowment for the Arts current logo** whenever possible to accurately indicate that either your project has been supported by the National Endowment for the Arts, or that your organization is currently receiving support from the National Endowment for the Arts. **As the agency's logo has changed over the years, please check the link above to make sure you are using the correct logo**.

You may also use social media to indicate National Endowment for the Arts support of your project, such as "This project is supported in part by the National Endowment for the Arts." It is also acceptable to include the agency in a list among other project supporters. (On Twitter and Instagram, you may use **@NEAarts** instead of spelling out the full name of the agency.)

For radio or television broadcast, we require the following voice-over language: "This project is supported in part by the National Endowment for the Arts. On the web at arts dot gov." For television broadcast, display of the National Endowment for the Arts logo and web address is required.

We reserve the right to change the language of the required acknowledgement of National Endowment for the Arts support, as well as the right to disallow the use of our logo and acknowledgement of our support.
In addition, you may want to consult our "Working with the Media" Toolkit on our Manage Your Award web page. All logo files are available on our website.

Grant Acceptance

Grant recipients are asked to submit a Grant Acceptance form via the grantee portal. The Grant Acceptance form can be located here: www.artswave.submittable.com/login

You may log into the grantee portal with the same email and password you used to submit your grant application.

Grant Payment

Two separate grant distributions will be made by check or by EFT (if authorization has been provided). The ArtsWave funded distribution will be issued upon receipt of the completed Grant Acceptance Form and any requested uploads via the grantee portal. The NEA funded distribution will be issued upon receipt of allocated funding. Grant payments by EFT are made on a rolling receipt basis and checks are issued twice a month.

Changes to Project Scope

Grantees must notify ArtsWave of any substantial changes to the scope of the project as soon as possible. Changes in project scope will be evaluated on a case-by-case basis but may result in a partial or full refund of the grant award.

Catalyzing Impact Grantee Breakfast

ArtsWave will host a Catalyzing Impact Grantee Breakfast, inviting this year's recipients to come together for an informal meeting to meet one another, discuss our grant process support, and to share any project updates and outcomes. The details for this event are being finalized with an invitation and registration to be sent mid-2025.

Final Report

Grant recipients must submit a Final Report via the grantee portal upon completion of their project, which will be due no later than December 31, 2025. The final report includes an evaluation report with the actual results achieved for the goals/outcomes outlined in your application, a financial report reflecting actual revenues and expenditures, and a final section to share Impact Stories through photographs provided with titles, captions, and outcome descriptions (see next section). Failure to submit your final report in a timely fashion may result in ineligibility for future funding from ArtsWave.

Impact Stories for Final Report

ArtsWave publicizes its grants and generates excitement about the impact of the arts through media outlets, via social media platforms, through our e-newsletters, and on our website. As a part of your final report, we ask grant recipients to submit at least three photographs that highlight the funded programming. Please provide any photo credits or attributions that you would like us to use when we share these photos either in the file names (e.g. "[Artist Name]_[Project Name]_Photo credit [Photogapher Name].jpg") or in an accompanying text

document. We will assume we have permission to use or share the photos unless expressly told otherwise.

Along with each photo entry, you will be asked to provide the following:

Step 1: Select a high-resolution photo that demonstrates a Blueprint and/or DEIA strategy

Step 2: Provide a descriptive title (10 words max)

Step 3: Provide a brief caption for the photo, including the program name (30 words max)

Step 4: Describe an outcome of the program demonstrated in the photograph. What change or accomplishment was made?

Proof of Grant Recognition

PDFs or JPGs of programs and other materials should also be submitted along with your final report. We encourage you to send us press releases, copies of publications, or media coverage that mention your grant.

Additional Information

If you have additional questions regarding this document, your award, or the decision-making process used by the committee to determine your award, please feel free to contact Lori Burkhardt, Grant Programs Manager at lori.burkhardt@artswave.org.