

## INFORMATION SESSION

### FY25 “How to Apply” Webinar GFO Intent to Apply

*\*Intended for New Organizations,  
who did not receive GFO FY24 funding*

**Tuesday, August 29, 2023**

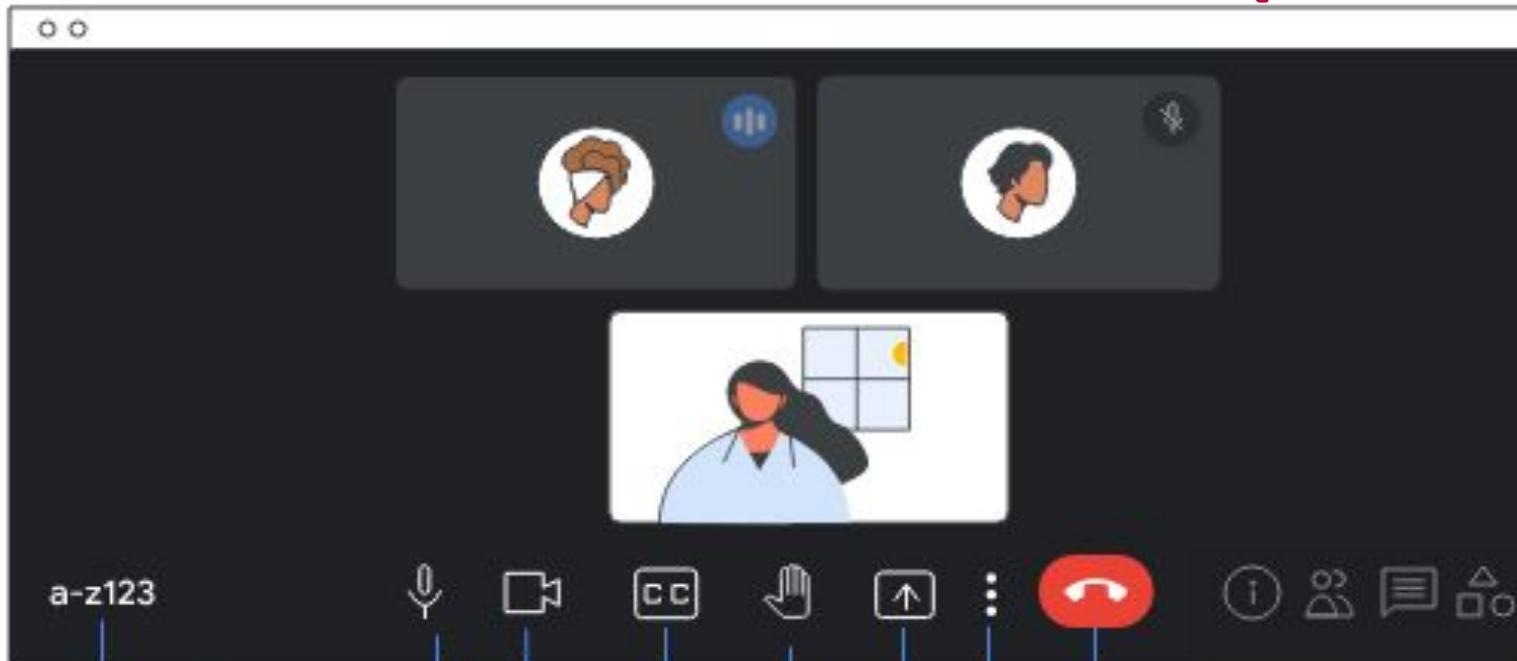
**Presented by:**

Emily Sollenberger & Laura Weiss  
Program Directors, Arts Services



GRANTS FOR  
**ORGANIZATIONS**

# Reference Shot of Features (1 of 2)



a-z123

Meeting code

Turn mic on or off

Turn camera on or off



Turn captions  
on or off

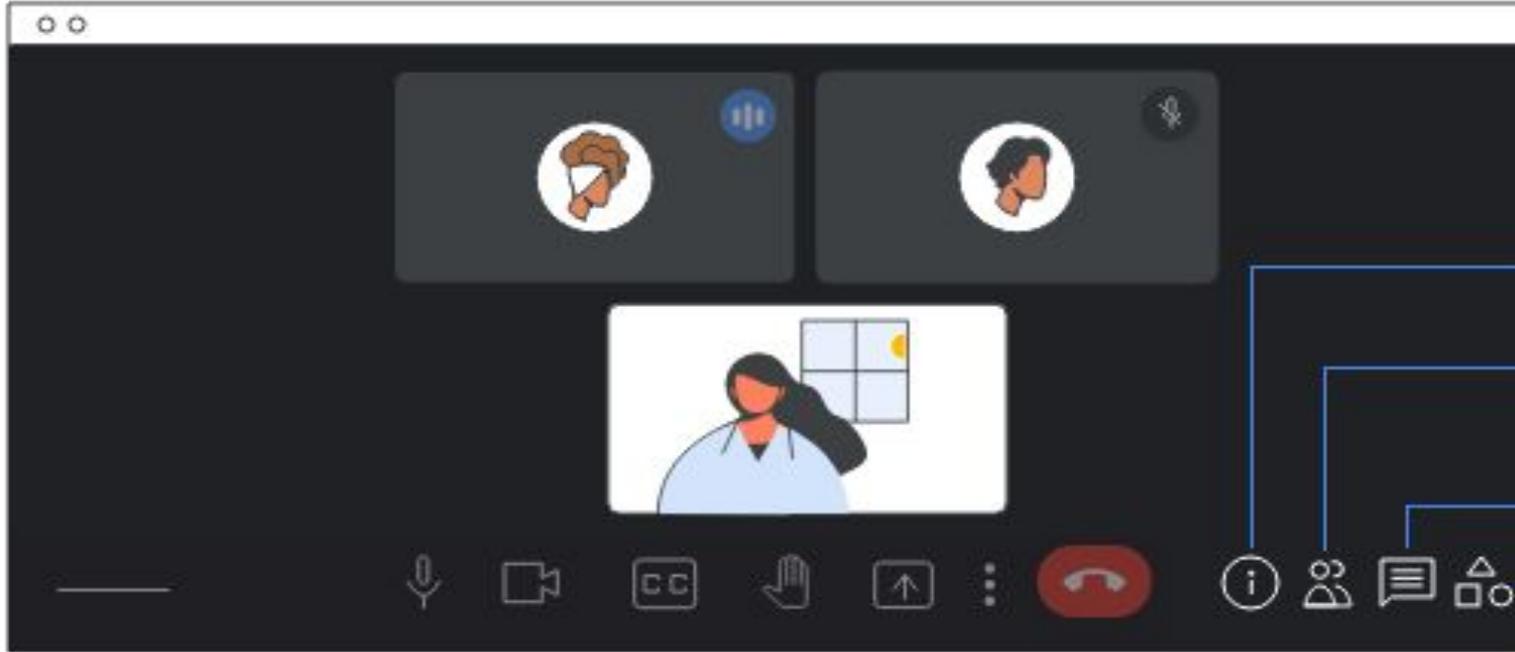
Raise your hand

Leave meeting

Change settings, background, layout, and more

Share your screen or give presentations

# Reference Shot of Features (2 of 2)



- Share meeting details with guests
- View, remove, and pin participants, and invite more people
- Send chat messages
- Use Breakout rooms, Polls, Q&A and other meeting features

## Land Acknowledgement Statement

We acknowledge the lands and waters now known as Maryland are the home of its first peoples: the Accohannock Indian Tribe, Assateague People's Tribe, Cedarville Band of Piscataway Indians, Choptico Band of Indians, Lenape Tribe, Nanticoke Tribe, Nause-Waiwash Band of Indians, Piscataway Conoy Tribe, Piscataway Indian Nation, Pocomoke Indian Nation, Susquehannock Indians, Youghiogheny River Band of Shawnee, and tribes in the Chesapeake watershed who have seemingly vanished since the coming of colonialism. We acknowledge that this land is now home to other tribal peoples living here in diaspora. We acknowledge the forced removal of many from the lands and waterways that nurtured them as kin. We acknowledge the degradation that continues to be wrought on the land and waters in pursuit of resources. We acknowledge the right of the land and waterways to heal so that they can continue to provide food and medicine for all. We acknowledge that it is our collective obligation to pursue policies and practices that respect the land and waters so that our reciprocal relationship with them can be fully restored.

## Equity and Justice Statement

The arts celebrate our state's diversity, connect our shared humanity, and transform individuals and communities. The Maryland State Arts Council (MSAC) and its supporting collaborators are committed to advancing and modeling equity, diversity, accessibility, and inclusion in all aspects of our organizations and across communities of our state.

MSAC and its grantees are committed to embracing equity and non-discrimination regardless of race, religious creed, color, age, gender expression, sexual orientation, class, language, and/or ability.

## **Vision**

The Maryland State Arts Council plays an essential role ensuring every person has access to the transformative power of the arts.

## **Mission**

Maryland State Arts Council advances the arts in our state by providing leadership that champions creative expression, diverse programming, equitable access, lifelong learning, and the arts as a celebrated contributor to the quality of life for all the people of Maryland.

**Goal 1. Increase Participation:** Broaden MSAC's constituency, providing avenues designed to increase pathways to engagement

**Goal 2. Provide Intentional Support:** Embrace thoughtful and targeted approaches to serving known and yet to be known MSAC constituents

**Goal 3. Build Capacity:** Work strategically to further build organizational and governance capacity to ensure that MSAC is capable of vigorously delivering on its mission

**Goal 4. Leverage Connections:** Further enhance current relationships and involve additional partners, collaborators, and constituents who will benefit from and advance the work of MSAC

**Goal 5. Bolster Maryland Arts:** Showcase the high caliber, diverse and relevant work of Maryland's artists and arts organizations; their contributions to community vitality and MSAC's role as a catalyst

# Creative Meeting Actions

**Celebrate** being in the space with other creative people.

**Engage** with everyone's presence as a gift.

**Acknowledge** that together we know a lot.

**Enter** the conversation with curiosity and inquiry.

**Share** your idea and trust that it will be heard.

**Use** "I" statements.

**Focus** your language on the task at hand.

**Hold** one another accountable with care.

**Apply** "Yes, and!" - "I hear your idea and I'm going to add to it!"

**Balance** speaking and listening.

## MSAC Professional Development

Follow MSAC's Eventbrite page for updates about free professional development opportunities

- Topic-specific sessions on Financial Management, Legal Advice, Marketing Strategies, Strategic Planning, Board Engagement, and more.
- Coffee with the Council
- Creative Conversations
- Regional Office Hours
- Maryland Arts Summit (visit [mdarts.org](http://mdarts.org))

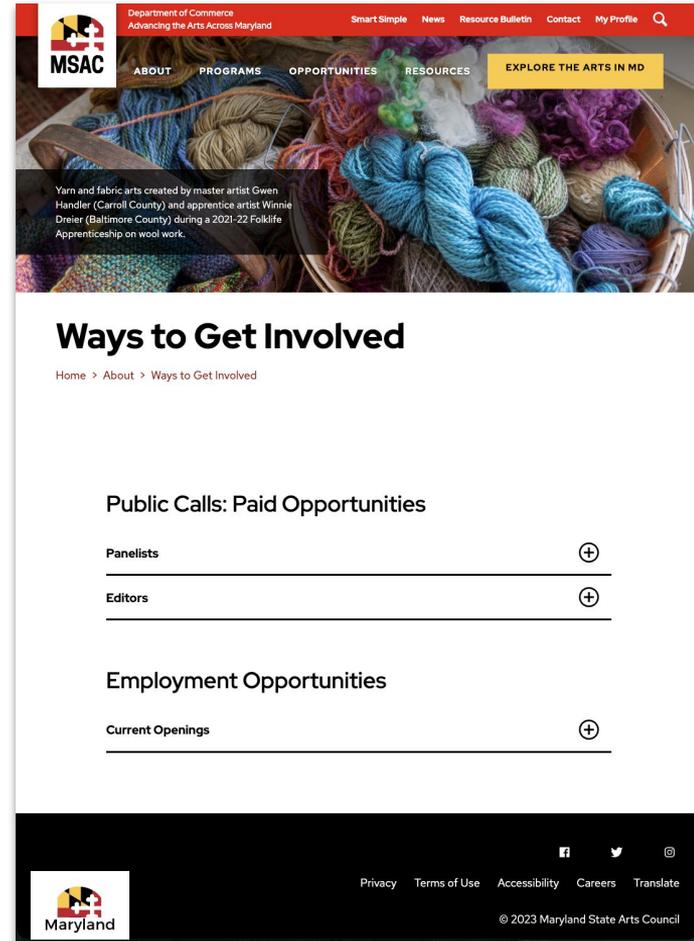


Propose a topic by emailing [msac.commerce@maryland.gov](mailto:msac.commerce@maryland.gov)  
Sign up for our mailing list at [tinyurl.com/MSACMailingList](https://tinyurl.com/MSACMailingList)

# Ways to Get Involved

MSAC relies on a diverse array of constituents from across the state to give input in a variety of ways.

- Panelists evaluate applications
- Editors give input on program policies
- Schedule of public calls and details at [msac.org/about/ways-get-involved](https://msac.org/about/ways-get-involved)
- Apply in SmartSimple
- Training and support
- Compensation provided for service



The screenshot shows the MSAC website's 'Ways to Get Involved' page. The header includes the MSAC logo, navigation links (ABOUT, PROGRAMS, OPPORTUNITIES, RESOURCES), and a search icon. A featured image of yarn is at the top with a caption: 'Yarn and fabric arts created by master artist Gwen Handler (Carroll County) and apprentice artist Winnie Dreier (Baltimore County) during a 2021-22 Folklife Apprenticeship on wool work.' The main heading is 'Ways to Get Involved' with a breadcrumb trail: 'Home > About > Ways to Get Involved'. Below this, there are two main sections: 'Public Calls: Paid Opportunities' and 'Employment Opportunities'. Under 'Public Calls: Paid Opportunities', there are links for 'Panelists' and 'Editors', each with a plus icon. Under 'Employment Opportunities', there is a link for 'Current Openings' with a plus icon. The footer contains social media icons for Facebook, Twitter, and Instagram, along with links for 'Privacy', 'Terms of Use', 'Accessibility', 'Careers', and 'Translate', and a copyright notice: '© 2023 Maryland State Arts Council'.

# Today's Agenda

- Review of the Grants for Organizations Program
- Eligibility guidelines
- GFO Timeline/Next Steps
- Intent to Apply Application
- Smart Simple
- Funding formula
- Q&A



# Grants for Organizations Overview

## Note:

- This presentation is an overview for the Intent to Apply ONLY today.
- Information Sessions for both FY25 “On Year” and “Off Year” applications will be held later on in the fall.

# Grants for Organizations Overview

## Purpose of program:

- Provides operating support that strengthens and sustains Maryland's arts infrastructure
- In FY24, MSAC awarded nearly \$18 million in GFO funding to 291 organizations across the state.

# GFO - Who Can Apply?

## **Arts Organizations - General Operating Grant (GOG)**

- Nonprofit organizations whose purpose is producing or presenting the arts through public programs or services. Applicants must be arts organizations, organizations whose mission/purpose is producing or presenting the arts through public programs or services, such as art museums, orchestras, galleries, theaters, arts centers, etc.

# GFO - Who Can Apply?

## Art Programs (PRG)

- Organizations whose primary purpose is other than producing or presenting the arts, but who provide ongoing public arts activities through public programs. The mission of these organizations is not specifically dedicated to the arts but they do have ongoing arts programming. These are considered non-arts organizations for MSAC purposes. Examples include: community centers, churches, non-art museums, libraries, universities, etc.

# GFO - Who Can Apply?

- Arts Organizations/Programs
  - Must be 501(c)3 nonprofit, unit of government, school
    - Can be fiscally sponsored under Model A agreement
  - Be incorporated in Maryland as a nonprofit or have significant physical presence in Maryland.
  - Have operated as an arts organization or arts program for one full fiscal year and be able to submit a financial statement for their most recently completed fiscal year at the time of application
  - Have allowable income over \$50,000

## GFO - Who Can Apply?

- If you are a returning applicant (received GFO funding for FY24), you have already been accepted into the GFO program.
  - *You do not need to complete the Intent to Apply.*
- If you are a new applicant (did not receive GFO funding for FY24), you would need to submit an Intent to Apply application (due September 15th of each year) and be accepted into the program.

# GFO - What can it support?

- General Operations!
  - This is not a project-specific grant program
- Programming materials/supplies
- Marketing and Promotional activities
- Personnel and associated expenses
- Operations, such as rent, utilities, internet, etc.
- Professional development activities

# Grants for Organizations- What can't it support?

- Re-granting, scholarships
- Capital improvements
- Activities that aren't open to the public
- Activities that are primarily therapeutic
- Travel outside of MD
- As with any MSAC grant, the funds cannot be used for political contributions
- Not sure? Ask!

## GFO Intent to Apply - Application

- The Intent to Apply application is primarily looking to ensure eligibility for your organization in the GFO program
- If your Intent to Apply is “approved,” this does not guarantee funding. This simply means you are invited to complete the full application to then be considered for funding (more on this later)

# GFO Intent to Apply - Application

- **Organizational Information**

- **Unique Entity Identifier (UEI)** – required upon submission of the application, and takes place of former DUNS.
  - Series of letters and numbers
- 501c3 determination date; and IRS Letter of Determination attachment
- If fiscally sponsored, include that information, and proof of Model A relationship

# GFO Intent to Apply - Application

- **Questions associated with eligibility (Yes / No)**
  - Does your organization have ongoing programs to produce or present the arts to the public?
  - Is your organization incorporated in Maryland or have a significant physical presence in Maryland?
  - Has your organization operated for one full fiscal year?

# GFO Intent to Apply - Application

- **Financial eligibility**

- Will your organization have a financial statement or audit for its most recently completed fiscal year (Fiscal Year 2023 or Calendar Year 2022) at the time of the application? *(Note - If the organization has allowable income of over \$600,000, an audited financial statement will be required)*
- Is your organization's total allowable income from FY2023 or CY2022 at least \$50,000?
  - If under \$50,000 - you are not eligible for GFO and should apply for general operating support through the Creativity Grant

# GFO Intent to Apply - Application

- **Financial Statement Attachments**

- Financial Statement (both income and expenses) for most recently completed fiscal or calendar year is required.
  - Example would be a Profit & Loss statement, or audited financials that include a Statement of Activities showing income and expenses.
- If you are an Arts Program (non-arts mission, but significant arts programs) your financial statement should reflect your arts-based programs.
  - In the full application, you'll be required to provide both

# GFO Intent to Apply - Application

- Select the **artistic category** that most accurately characterizes the work of your organization
  - This helps MSAC staff determine the best panel to review your application throughout the process.
- Please state your organization's **mission statement** and **goals** for those arts activities for which you are applying
- Within your Geographic Area of Service, identify **% of programming serving the community** (other than tuition-paying constituents). (*Tuition-paying includes programming with a fee for service model, such as classes, camps, workshops, etc.*)

# GFO Intent to Apply - What's Next?

- Intent to Apply applications are due in Smart Simple by end of day (11:59pm) on **September 15, 2023**.
- After September 15, MSAC Program Directors will review all applications to determine final eligibility
  - If we have any questions or need additional information, we will reach out to you during this review period
- You will be notified by early October if you are accepted to move forward and submit a full “On Year” application due November 15
- If not approved to move forward, MSAC will suggest the best program fit for your organization at this time (such as the Creativity Grant)

# Grants for Organizations - “On Year” vs “Off Year”

GFO has a 3-year cycle by artistic discipline. During your “On Year,” your organization completes the full application process, including review by a panel, which determines your Panel Score, used to determine your funding.

During your “Off Years,” your organization completes a shorter application.

**FY25: Music, Literary, Visual/Media Arts (+ All New Orgs)**

FY26: Music C, Dance, Multi-Discipline A (+ All New Orgs)

FY27: Theatre, Service, Folk/Traditional, Multi-Discipline B (+ All New Orgs)

*\*As a new organization, you’ll be in an “On Year” for your first year then will fall in line with your discipline moving forward.*

# Grants for Organizations - “On Year” Timeline

**August/September (you are here!):** Intent to Apply application is open in Smart Simple

**September 15 at 11:59pm:** Intent to Apply is due in Smart Simple

**October/November:** On Year & Off Year Applications open within Smart Simple

**November 15th at 11:59pm:** On Year Application due

**December/January:** Panelists are assigned to your application and they review/score independently online; MSAC staff reviews your application, and review/score your financials

**February - Mid March:** Panelists complete “extension assignments” - Site Visits and In-Depth Conversations.

# Grants for Organizations - “On Year” Timeline

**Late March/Early April:** Panel Meetings by discipline (virtually/open to public)

**May/June:** Recommendations for funding are made to the Council by staff; grant amounts are determined based on MSAC’s budget

**After July 1st:** Notifications of all GFO grants are sent via Smart Simple

**Ongoing:** MSAC staff are available to answer questions, provide support, meet with staff/board, attend programs and events, etc.

## Reports:

Interim Report due January 31

Final Report due August 15

# GFO - Funding Formula

**Total Allowable Income** x

**Panel Score %** (*determined through the On Year application review process*) x

**Cap Allocation %** (*determined by MSAC GFO budget and organization Tier*)

= FY24 Grant Amount

Example:

\$500,000 x 90% x 7% = \$31,500

# GFO - Equitable Funding Formula - New FY24

Grant = Allowable Income x Panel % x **Cap Allocation %**

**Cap Allocation %s** are based on budget size, with organizations divided into five budget levels.

Tier 1: (\$50K - \$500K) - 15% over 5 year transition

Tier 2: (\$500K - \$1.5M) - 10% over 5 year transition

Tier 3: (\$1.5M - \$5M) - 6% over 5 year transition

Tier 4: (\$5M - \$10M) - 4.5% over 5 year transition

Tier 5: (\$10M+) - 4% over 5 year transition

***\*moving into year 2 of 5 year transition***

# GFO - Equitable Funding Formula - New FY24

Grant = Allowable Income x Panel % x **Cap Allocation %**

Grant Amount Cap:

Year 1: \$1.4M; Year 2: \$1.3M; Year 3: \$1.2M; Year 4: \$1.1M; Year 5: \$1M

Transition Priorities (over 5 year transition in alignment with program allocation):

- Tier 1 increases at a faster rate during the 5 year transition.
- Tier 2 increases steadily over the 5 year transition.
- Tier 3 remains stable during the transition.
- Tiers 4 & 5 do not decrease at a rate greater than 1.5% annually.

# GFO - Equitable Funding Formula - New FY24

What did FY24 cap allocations look like with all this in mind?

| Tiers - Year 1 of 5 year transition  | Cap Allocation % | Number of Orgs  | Total Amount by Tier | % of funding by Tier |
|--|------------------|-----------------|----------------------|----------------------|
| Tier 1 (\$50K-\$500K) - working toward 15% (cap allocation) over 5 year transition     | <b>8.3705%</b>   | <b>183 orgs</b> | <b>\$2,517,577</b>   | <b>~14%</b>          |
| Tier 2: (\$500K - \$1.5M) - working toward 10% (cap allocation) over 5 year transition | <b>7.7%</b>      | <b>65 orgs</b>  | <b>\$3,626,143</b>   | <b>~20%</b>          |
| Tier 3: (\$1.5M - \$5M) - working toward 6% (cap allocation) over 5 year transition    | <b>6.7%</b>      | <b>32 orgs</b>  | <b>\$4,700,015</b>   | <b>~26%</b>          |
| Tier 4: (\$5M - \$10M) - working toward 4.5% (cap allocation) over 5 year transition   | <b>6.1%</b>      | <b>6 orgs</b>   | <b>\$2,363,502</b>   | <b>~13%</b>          |
| Tier 5: (\$10M+) - working toward 4% (cap allocation) over 5 year transition           | <b>5.75%</b>     | <b>5 orgs</b>   | <b>\$4,792,879</b>   | <b>~27%</b>          |

## **GFO - FAQs**

**I've received GFO funding for the current year (FY24), do I need to complete an Intent to Apply?**

No - you are already considered in the program. Only new organizations or organizations who did not receive GFO funding for FY24 are required to complete the Intent to Apply

**I just have a one-time activity that needs support, should I apply to GFO?**

Probably not – GFO funding is to support the ongoing general operations of our arts organizations and programs. There is likely another program that will fit the one-time request for support.

## **GFO - FAQs**

**My organizational income fluctuates around the \$50,000 requirement, should I apply to the GFO program?**

Maybe! We recommend connecting with a Program Director to discuss in further detail. Depending on capacity of the organization, and upcoming goals/objectives, and financial picture, it may make sense to apply for the Creativity Grant for general operations instead.

**Do I need to submit an audit with my application?**

Possibly - all organizations have to submit financials of some sort. Those with income under \$600K can submit a signed statement such as a P&L; those with income over \$600K are required to submit a board-approved audit with their application

## GFO - FAQs

**My organization's planned budget for the upcoming year is over \$50K, can I apply for GFO funding?** Maybe - but keep in mind that the GFO program looks back to your most recently completed fiscal year's financials (actuals). We don't look at your future financial plans/budgets, only completed financials. If the total allowable income for the last fiscal year is under \$50K, you would not be eligible for consideration at this time.

**My organization will be applying for FY25 funding through the GFO program (for the first time). Can I apply for FY24 Creativity funding?**

Yes! Once the organization receives funding through the GFO program, you are no longer eligible for Creativity funding. But in this scenario, since you are not currently receiving funding through GFO (in FY24) then you ARE eligible to apply for Creativity funding in FY24 while completing an FY25 GFO application.

## Helpful Hint - Application Draft Feedback

Before submitting your application, Emily/Laura are available to review and/or meet about your application and offer feedback on your draft.

Email your Program Director to request feedback on your draft. Allow for up at least 15 business days to receive written feedback. At certain times throughout the year, it could take longer.

*(\*Likely is not needed for the Intent to Apply, but this is available for the full GFO application later in the process!\*)*

# Smart Simple

All applications must be submitted through Smart Simple  
([marylandarts.smartsimple.com](http://marylandarts.smartsimple.com))

As an applicant, you will need to register with Smart Simple to apply.

## Login

✉ Email

🔒 Password

Login

[Forgot Password?](#)

New to the System?

Register

## Welcome to Maryland State Arts Council Portal

The Maryland State Arts Council (MSAC) encourages and invests in the advancement of the arts for all Marylanders. Its grants and programs support artists and arts organizations in their pursuit of artistic excellence, ensure the accessibility of the arts to all citizens and promote statewide awareness of arts resources and opportunities.

Google Chrome is the recommended browser for completing applications in SmartSimple.

Go to [marylandarts.smartsimple.com](http://marylandarts.smartsimple.com) to register and/or log-in

## My Applications

12

Funding Opportunities

0

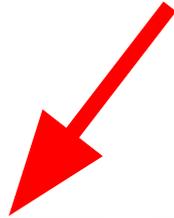
In Progress

0

Submitted

6

Approved/Declined



Click on “Funding Opportunities” on your Smart Simple dashboard

|  |   |
|--|---|
| Arts and Entertainment District Annual Report        | <a href="#">Apply Now</a>                   |
| Arts in Education Grant                              | <a href="#">Apply Now</a>                   |
| Arts in Education Teaching Artist Roster Application | <a href="#">Apply Now</a>                   |
| Creativity Grant                                     | <a href="#">Apply Now</a>                   |
| Grants for Organizations                             | <a href="#">Apply Now</a> - Intent to Apply |
| Touring Grant  | <a href="#">Apply Now</a>                   |
| Touring Roster                                       | <a href="#">Apply Now</a>                   |
| Professional Development Opportunity Grant           | <a href="#">Apply Now</a>                   |



Click the **“Apply Now”** button to open the application



1. Click "Save Draft" at the bottom of this screen to begin the application. Please note, you will not be able to begin work on the application until you click "Save Draft."
2. Click "Save Draft" after completing each tab in order to save your work.
3. To navigate between tabs, click on the desired tab or use your browser's back button.
4. Click on the MSAC logo in the top left corner to go back to your profile. Be sure to click "Save Draft" at the bottom of the application prior to returning to your profile page.

*Please note: To return to a saved draft application, click "In Progress" from the Grantee Home dashboard. From there, select the draft application to be edited and/or submitted. Do not return to the Funding Opportunities area to search for the grant application again, as this will result in creating multiple applications.*



Starting September 1, 2022, the Unique Entity ID (UEI) field will be a REQUIRED field for all organizations (including nonprofit organizations, government entities, and schools/universities) applying for funding from MSAC. This will take the place of a DUNS number, which will no longer appear on organizational profiles. After 9/1, an organization without a UEI may be considered ineligible for funding. Independent Artists do not need to obtain a UEI.

Webinar Video (~57 min): <https://www.youtube.com/watch?v=DLCuPo2cQ4U>

Quick Start Guide: <https://msac.org/media/570/download?inline>

CONTACT INFORMATION

PROGRAM DETAILS

FINANCIAL INFORMATION

ATTACHMENTS

ELECT

SIGNATURES

Grant Contact Name:

NEXT >

Save Draft

✓ Submit

You have to click **"Save Draft"** to begin any application!

# Questions

**We are here to help!**

**Emily: [emily.sollenberger@maryland.gov](mailto:emily.sollenberger@maryland.gov)**

**Laura: [laura.weiss@maryland.gov](mailto:laura.weiss@maryland.gov)**

# Thank You!



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To learn about similar topics, news & to keep in touch, please join our mailing list at [tinyurl.com/MSACsMailingList](https://tinyurl.com/MSACsMailingList)