



## Cultural Sustainability



### **Cultural Sustainability: Operational Impact Grants for Small Arts Organizations Application At A Glance**

Cultural Sustainability is a new pilot grant program offered by the six U.S. Regional Arts Organizations (USRAOs) in partnership with The Wallace Foundation as part of its [Advancing Well-Being in the Arts initiative](#).

Cultural Sustainability acknowledges the invaluable contributions arts and cultural organizations make in our communities and the broader cultural landscape.

This program endeavors to support and understand how small, community-based arts organizations can advance their sustainability and well-being with resources to expand their practices and increase arts engagement in their communities.

**M-AAA's Cultural Sustainability: Operational Impact Grants for Small Arts Organizations\*** is available to arts and cultural organizations and arts-centric businesses in Arkansas, Kansas, Missouri, Nebraska, Oklahoma, and Texas, and the Native Nations that share this geography). Through operational grants, capacity building, and cohort learning, Cultural Sustainability will support culturally driven organizations in M-AAA's six-state region with annual operating expenses under \$500,000.

This opportunity expands the types of operational structures eligible for support to include nonprofits as well as art-centric businesses to better serve groups that may face barriers with other grant programs. M-AAA hosted two roundtable sessions with individuals throughout our region on October 10 and 17 to help inform, define, and shape this new grant program in our six-state region.

M-AAA expects to grant a total of \$1,100,000 in the region, through 22 unrestricted, non-matching organizational grants of \$50,000 each.

These guidelines are specific to M-AAA's Cultural Sustainability: Operational Impact Grants for Small Arts Organizations. *If your organization is located outside of M-AAA's six-state region, you still may qualify for a Cultural Sustainability grant through another USRAO.* [Learn more here.](#)

## **How to Apply**

M-AAA accepts applications via an online platform. The latest version of Google Chrome is the recommended web browser to use when working in the online application form. To maximize the functionality of the online platform, try clearing your browsing data, cookies, and search history before you begin.

The Application At-A-Glance document is to be used by applicants to support them in preparing their answers. While draft application forms can be saved online, technology is unreliable. We strongly recommend applicants prepare their narrative responses in Microsoft Word, Google Docs, or similar note-taking applications to ensure they have a backup for reference.

All documents uploaded into the application must be in Microsoft Word, Excel, or PDF format. The application does not support file types saved as Mac Pages or Numbers.

See the Document Checklist to ensure you have all required documents and any optional materials ready for upload to your application form.

Draft application forms can be saved for editing later by clicking “Save my progress and resume later” at the top or bottom of the application form webpage. Each time you save your application you will be asked for an email address and a password. An email with new instructions on how to resume the most recent draft of your application will be sent to that email address each time it is saved. To resume a saved draft of your application, refer to the most recent email in your inbox or bookmark and return to the “Thank you for saving/resume your application” webpage.

Applicants experiencing trouble logging into their application form or unable to save and upload files should email program staff at: [culturalsustainability@maaa.org](mailto:culturalsustainability@maaa.org).

If your application is received after 5:00 p.m. CT, it is considered late and not guaranteed for review.

Applicants who experience technical difficulties at the time of application must immediately email staff at [culturalsustainability@maaa.org](mailto:culturalsustainability@maaa.org). Staff will evaluate if your application can be processed after the deadline.

## **ACCESSIBILITY**

M-AAA works to ensure that grant guidelines, presentations, and other written materials are created with accessibility and disability experiences in mind. For all grant programs, M-AAA uses an online platform called Form Assembly, unless

applicants request another route. We want this opportunity to be accessible to all and will work with applicants who need to use other means to apply. Alternative application options may include:

- Using an adapted form in Microsoft Word (available upon request)
- Sharing a video application responding to the application questions (available upon request)

Applications are due on **January 10, 2025**, at 5:00 p.m. CT

**[Click Here](#) or cut and paste the following link into your browser to begin the application:**

<https://maaa.tfaforms.net/5112332>

### **HAVE QUESTIONS?**

If you have any questions about the Cultural Sustainability: Operational Impact Grants for Small Arts Organizations, please visit the FAQ to see if your questions are addressed in that document. Applicants should read through all questions and answers before emailing any inquiries to M-AAA. If you did not see your question addressed in the FAQs, please email us at [CulturalSustainability@maaa.org](mailto:CulturalSustainability@maaa.org).

Applicants can consult with staff before applying during drop-in office hours on Wednesdays from 2:00–4:00 p.m. Sign up for the Zoom link [here](#).

M-AAA staff will not review or provide comments on draft materials.

For programmatic questions and/or technical issues, email program staff at [CulturalSustainability@maaa.org](mailto:CulturalSustainability@maaa.org).

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### **APPLICATION AT A GLANCE**

- A. How did the applicant learn about this grant opportunity? [dropdown]
- B. Choose that which best reflects the organization's relationship with M-AAA. (drop down)

### **ELIGIBILITY QUESTIONNAIRE**

- C. Is the organization incorporated in the Mid-America Arts Alliance region?
- D. Select the organization's legal structure.
- E. Has the organization provided arts and cultural programming to its community for at least 3 years?
- F. Is the organization's current annual operating budget more than \$500,000?

- G. Does the organization have a Unique Entity Identifier (UEI) assigned when it registered at SAM.gov?
- H. Does the organization have an Employer Identification Number (EIN) assigned by the Internal Revenue Service (IRS)?
- I. Does the organization predominantly serve Black, Latine, Asian, Arab, Indigenous, Pacific Islander, and/or Caribbean communities or another underrepresented community?
- J. Does the organization self-identify as being founded by and/or for a community of color or another underrepresented community? (yes/no)
- K. Does the applicant understand that, if selected for funding, at least one staff person from the organization is expected to participate monthly in a 90-minute cohort meeting throughout the 15-month pilot program?

## **I. APPLICANT INFORMATION**

1. What is the organization's legal name?
  - This is the organization's name as it appears on its incorporation documents filed with the Internal Revenue Service or business registration with your state's Secretary of State office.
2. Is the organization known by a name other than its legal name?
  - If yes, what is the organization's other name?
3. What is the organization's mailing address?
4. Does the organization have a street address different from its mailing address?
  - If yes, what is the organization's street address? (No P.O. Box)
5. Does the organization have a website?
  - If yes, provide the website address.
6. What email address does the community use to contact the organization?
7. What phone number does the community use to contact the organization?
8. Does the organization maintain a social media presence?
  - If yes, which one(s)? Provide links for reference.
9. What is the organization's EIN? (Applicant FEIN (Federal Employer Identification Number))
  - This number is assigned by the Internal Revenue Service.
10. If applicable, what is the organization's TIN (Taxpayer Identification Number) issued by their state's Secretary of State office?
11. What is the organization's UEI (Unique Entity Identifier) as registered in SAM.gov?
12. Congressional/State legislative district information.
  - Applicants should search for this information here: <https://pluralpolicy.com/find-your-legislator/>
13. What is the mission of the organization? (Limit: 125 words)

14. Choose the type of institution that best describes the organization.
15. What is the primary creative discipline that the organization uses in its programming? [dropdown]
16. What is the population of the organization's geographic service area? [dropdown]
17. Would the organization be described as being located in a rural or isolated area? (yes/no), if yes, please tell us more Limit: 200 words)
18. Organization's Leadership Position Information
  - Name, title, email, phone,
  - How long has this person held this leadership position? [dropdown]
  - Demographics (race/ethnicity, gender, age, education, additional identifiers)
19. Board Leadership (or the equivalent) or Secondary Contact Person Information
  - Name, title, email, phone,
  - How long has this person held this leadership position? [dropdown]
  - Demographics (race/ethnicity, gender, age, education, additional identifiers)
20. Application Contact Person Information
  - Name, title, email, phone,
  - How long has this person been affiliated with the organization? [dropdown]
  - Demographics (race/ethnicity, gender, age, education, additional identifiers)

## **II. STAFF, BOARD, AND VOLUNTEER INFORMATION**

21. How many of the following does the organization have? Board members (or equivalent), full-time staff members, part-time staff, full-time volunteers, part-time volunteers, contractors does your organization have? (text box)
  - Demographic profile of the staff and board. (race/ethnicity, gender, age, education, additional identifiers)
22. Describe the board (or equivalent advisory group) composition, their level of involvement in the community, and how they serve your organization. (Limit: 200 words)
23. Describe the staff composition, their level of involvement in the community and how they serve your organization. (Limit: 200 words)

## **III. APPLICATION NARRATIVE QUESTIONS**

24. Tell us about your organization and any values that drive the organization's work. (Limit: 1,000 words)
25. Describe the community you serve. How are you addressing your communities' needs and interests through your work, and how has

community support directly contributed to your organization's success?  
(Limit: 1,000 words)

26. How will this grant impact the organization's work and the well-being of the community it serves? (Limit: 1,000 words)
27. What could the pilot program and cohort provide you with to support your work, unique expertise, and knowledge? (Limit: 1,000 words)
28. When did the organization begin providing community programs or services?
29. Rate the following statement: The organization's mission and/or programming predominantly serves Black, Latine, Asian, Arab, Indigenous, Pacific Islander, and/or Caribbean communities, or another underrepresented community. [dropdown]
30. Identify the communities the organization predominantly serves through its programming: Black, Latine, Asian, Arab, Indigenous, Pacific Islander, and/or Caribbean communities, or another underrepresented community [multi-select]

#### **IV. ACCESSIBILITY QUESTIONS**

##### **Applicant Accessibility Information** [dropdown]

- A. The applicant has a stated policy or mission statement regarding accessibility.
- B. The applicant has accessible information/accommodations with appropriate disability symbols included in all its publicity.
- C. The applicant has an accessible website, including alt tags and captioned audio.
- D. The applicant has a designated staff member responsible for overseeing accessibility and Section 504/ADA compliance.
- E. The applicant has an access committee that includes people with various disabilities to advise on access issues.

##### **Applicant Public Programming Accessibility Information** [dropdown]

- F. Persons using wheelchairs and/or prosthetics will be able to participate in the project.
- G. A sign language interpreter, an assistive listening system, or other assistance for persons with hearing impairments will be provided upon request.
- H. Large print materials or descriptive audio recordings will be available upon request for persons with visual limitations.
- I. Seats near the speaker/performer/interpreter will be available for persons with hearing and/or visual limitations along with their companions.

##### **Applicant Venue Accessibility Information** [dropdown]

- J. The applicant's venue has designated accessible parking spaces with adjoining curb cuts and an accessible route from parking to the venue entrance.
- K. The applicant's venue has ground-level entry, ramped access, and/or elevators.
- L. The applicant's venue has integrated and dispersed wheelchair seating in assembly areas with companion seating.
- M. The applicant's venue has signage at inaccessible entrances with directions to accessible entrances.
- N. The applicant's venue has a wheelchair-accessible toilet stall, including a 60" diameter or T-turn clear floor space, free of the door swing.
- O. The applicant's venue has accessible emergency exits and audio/visual emergency alarms.

#### **V. ORGANIZATION BUDGET**

- 31. What is the organization's current Operating Budget?
- 32. What percentage of the organization's annual revenue is earned? Donated? acquired from other sources?
  - o Briefly describe the other sources.

#### **DOCUMENT CHECKLIST**

- 33. Proof of Incorporation (Limit 2)
  - o (This could be Articles of Incorporation, IRS Determination Letter, Fiscal Sponsorship Agreement, or other binding material that you deem appropriate)
- 34. Applicant Tax Filings (Limit 3)
  - o 3 most recent years
- 35. The organization's current Operating Budget.
- 36. Support Materials (Limit 4, two pages each)
  - o 2 Letters of Recommendation from community representatives who can tell us about the organization's work and know firsthand how the organization makes a difference. (Not members of the Board of Directors)
  - o 2 Other documents such as news articles, marketing materials, or a work sample summary document that lists websites where online photos, audio files, or videos can be viewed to better understand the work of the organization. Provide context for each sample listed. Audio and video files should be no more than five minutes in length.

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