Background
PNC Program Grants, underwritten by the PNC Foundation in partnership with the Arts and Education Council, provides merit-based grants to organizations in the St. Louis bi-state area providing arts and arts education programs that address community needs. The Arts and Education Council believes a region rich with arts and cultural experiences is critical to creating and sustaining vibrant communities. The goal of the Arts and Education Council is to drive community impact by promoting our Elements of a Vibrant Community. Since the PNC Program Grant’s inception, over 175 organizations have received funding providing services to over 50 St. Louis and Illinois communities.

Elements of a Vibrant Community
By supporting a wide variety of art forms and providing strategic leadership for the arts in the broader community, the Arts and Education Council creates an environment where the growing impact of the arts is felt and celebrated by the entire community. The Elements of a Vibrant Community provide a focus for the Arts and Education Council’s community investments and strategic program initiatives and are designed to achieve four things:

1. **Align** with broader community goals that the region has identified through the Ferguson Commission report and others;
2. **Provide** more clarity around the kinds of activities and outcomes the Arts and Education Council desires;
3. **Leverage** more support from our donor community by demonstrating the importance of the arts to our regional community; and
4. **Meet the needs** of our stakeholders who desire supporting responsive and dynamic grant programs that are proportional, impactful, and measurable, resulting in significant positive community impact.
Elements of a Vibrant Community Goals:
The explicit goals of the Arts and Education Council’s *Elements of a Vibrant Community* are:

1. **Build Creativity and Innovation** by attracting and retaining talent, visitors and businesses to the region.
2. **Energize Communities and Forge Connections** by widening participation in local arts experiences that deepen feelings of engagement and connection of residents to neighborhoods.
3. **Inspire Kids and Engage Minds** through the arts in a way that promotes the development of 21st century skills like creative thinking.
4. **Build Bridges Between Cultures** by promoting cross-cultural understanding through increased availability to and access of arts experiences that include and represent all races and ethnicities.
5. **Enrich Lives** by widening participation in arts experiences that deepen feelings of joy and connection to the community.

PNC Program Grant Requirements
PNC Program Grants are one-year awards ranging from $2,500 to $5,000. To be eligible for funding from the Arts and Education Council, an organization must fulfill all grant requirements for the duration of the grant period; accurately represent its program and activities in all documents submitted to the Arts and Education Council; and continue to meet the minimum eligibility requirements.

Determination of Award Amount
Funding for the PNC Program Grants is based on annual funding received from the PNC Foundation. The Arts and Education Council cannot predict or predetermine the lowest, fundable rating in any given year therefore, grant award amounts may vary year-to-year.

Award Guidelines
1. Proposals will be considered for programs occurring in the grant program year, **June 1, 2020 through July 31, 2021.** All programs must conclude by June 30, 2021. The additional 30 days is given to prepare and submit final report paperwork to the Arts and Education Council.
2. Proposals will be considered only for programs occurring in the Arts and Education Council’s 16-county bi-state region that includes Missouri counties of Jefferson, Franklin, Lincoln, St. Louis City and County, St. Charles, Warren and Washington and Illinois counties of Bond, Calhoun, Clinton, Jersey, Macoupin, Madison, Monroe, and St. Clair.
3. Have presented an arts-related program open to the public or in a school setting during the past year.
4. Proposals will be considered based on the programs individual merit.
5. Organizations are eligible to apply for and receive only one program grant per year.
6. Grant payments will be made in two disbursements – 75% (60 days prior to the program); 25% (dispursed upon successful completion of the program and submission of the proper documentation.)

2020/2021 PNC Program Grant Timeline

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<th>Information Workshop</th>
<th>Applications Open</th>
<th>Applications Due</th>
<th>Proposal Review</th>
<th>Funding Notification</th>
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<tr>
<td>February 7, 2020</td>
<td>February 10, 2020</td>
<td>March 9, 2020 by 3:00 pm</td>
<td>April 1, 2020</td>
<td>April 17, 2020</td>
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Eligibility Criteria
To be eligible for a PNC Program Grant, organizations must meet all the following criteria:

1. The organization (or the entity for which it is a part of) must:
   a. Be an IRS Section 501(c)(3) non-profit in good standing in the state of Missouri or Illinois;
   b. Remain a 501(c)(3) for the duration of the grant period or the grant will be forfeited;
   c. Have presented an arts-related program open to the public or in a school setting during the past year;
   d. Have an appropriately broad and diverse board of directors;
   e. Have a broad base of neighborhood or community support (the audience size should indicate adequate demand for programs offerings);

2. Operate under a reasonable, board-approved budget (fiscal health will be considered in funding decisions.) PNC Program Grants will not be made to reduce or eliminate accumulated deficits, or to fund capital campaigns.
   a. The organization’s annual operating budget is $100,000 - $499,999.
   b. Provide accurate and detailed financial statements reflecting activity for the most recently completed fiscal year and the current year projections.

3. The focus of the program must be arts or arts education (outreach) related.

4. The organization must not have received a PNC Arts Alive Grant for the 2020-2021 funding period.

Proposal Funding Criteria
The Arts and Education Council in partnership with the PNC Foundation would like very much to fund every worthy program presented to us, however, the number of requests for consideration exceeds our ability to fund them. The PNC Program Grant program is a competitive process. Please view Proposal Writing Tips and the Grant Terminology Glossary for assistance in writing your best proposal. All eligible proposals will be reviewed by the Grants and Programs Committee of the Arts and Education Council, representing a cross section of the Arts and Education Council’s Board of Directors comprised of community members and corporate partners as well representatives of the PNC Foundation.

The Arts and Education Council staff does not score proposals. The Arts and Education Council staff manages the administrative, financial and logistical tasks necessary to conduct a successful and fair panel review including:

1. Provide reviewers with training and materials to ensure an effective evaluation;
2. Inform reviewers of the Arts and Education Council’s policies and procedures;
3. Provide reviewers with objective information regarding applicants and programs;
4. Provide recommendations to reviewers regarding the financial health of applicant organizations; and
5. Thoroughly and objectively answer reviewer questions.

Proposals will be scored and ranked according to the criteria below as well as in comparison with other submitted proposals.

1. Consistency of the proposed program with the mission of the applying organization;
2. Consistency of the proposed program with the mission of the Arts and Education Council;
3. A demonstrated community need and potential impact of the program;
4. Artistic quality of the proposed program;
5. Diversity of target or impacted audience;
6. Fiscal health of applying organization as demonstrated by financial statements and budgets presented;
7. Strong artistic leadership;
8. Recognition of artistic excellence and programs as verified with awards, recognition and local media;
9. A dedicated audience base demonstrated by consistent attendance numbers and ticket sales;
10. Established system of hiring local professional artists and developing talent;
11. Ongoing efforts to assess and evaluate audience needs through surveys and other basic evaluation tools; and
12. Demonstrated community outreach.

Financial Review & Criteria
Proposals must include detailed financial statements reflecting activity for the most recently completed fiscal year and the current year projections. (Uploaded to online application.) Each applicant organization will complete the “Financial Information Worksheet” (Downloaded from online application, completed and re-uploaded to online application.) Applicant organization’s financial information will be analyzed in a separate review process by the Arts and Education Council Accounting staff. Each financial summary will be given one of three designations:

<table>
<thead>
<tr>
<th>Designation</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Pass</td>
<td>Organization meets all minimum financial requirements.</td>
</tr>
<tr>
<td>Cautionary</td>
<td>Operations are not balanced over two years, but the differential is less than 10% of the organization’s 2-year (Last year Completed and Current Year Projections) average annual expenses.</td>
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<tr>
<td>Fail</td>
<td>Organization does not meet minimum financial requirements.</td>
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Application Submission
The online application and Financial Information Worksheet will be accessible from our website beginning February 10, 2020 at the following link: 2020 PNC Grant Application.

All application materials must be submitted via the online grantmaking system by 3:00 p.m. Monday, March 9, 2020 Central Standard Time.

At 3:00 p.m. on Monday, March 9, 2020 Central Standard Time the system will no longer allow you to submit your application. Late applications will not be accepted. No Exceptions!

Contact Information
For questions regarding the proposal, programmatic and financial information, contact Cynthia Davis, Director of Grants and Programs at Cynthia-D@keeparthinghappening.org or via phone at 314.289.4007.

For questions regarding the online submission of proposals, contact Jessiree Jenkins, Grants and Programs Coordinator at Jessiree-J@keeparthinghappening.org or via phone at 314.289.4015.