



YEAR 9 APPLICATION

Funding Period: September 1, 2017 – August 31, 2018

ELIGIBILITY CHECKLIST

DEADLINE: DECEMBER 15, 2016 at 5:00 p.m.

The eligibility checklist must be completed and submitted with your application to be considered for funding. Click in the box to the left to indicate each statement is true. All boxes must be checked to be eligible.

ORGANIZATION:

PREPARED BY:

PREPARER'S EMAIL:

PREPARER'S PHONE:

ORGANIZATION QUALIFICATIONS

- We are a non-profit
- We have a current IRS Letter of Determination confirming the organization's 501(c)(3) or other tax-exempt status.
- We are a visual and/or performing arts group defined as a non-profit whose sole purpose is to deliver **arts** programming.
- We have a current operating budget of \$150,000 or more annually.
- We are of sound financial and legal standing.
- We have an audited financial statement or IRS Form 990 from 2014 and/or 2015.
- We are NOT using a fiscal agent or pass through organization to receive funding.
- We have an open, non-discriminatory membership and outreach.
- We are NOT a school, university or educational institution.
- We are NOT a historical or science museum.
- We are located and operate in PNC's Philadelphia/Southern New Jersey region.
(Defined as: Bucks, Chester, Delaware, Montgomery or Philadelphia Counties in Pennsylvania; Camden, Burlington, Cumberland, Gloucester, Salem, Atlantic and Cape May Counties in South Jersey).

PROGRAM QUALIFICATIONS

- Proposed grant is for a visual or performing arts program/project.
- Proposed program/projects falls within the stated funding period September 1, 2017-August 31, 2018.
- Funding request is \$25,000 or more.
- NOT a multi-year request.
- NOT a capital, operating, challenge or matching grant request.
- NOT programming that exclusively provides instruction/training to school-age children (in-classroom programs, afterschool programs, etc.)

ORGANIZATION INFORMATION

Executive Director:

Title:

Direct Phone:

Extension:

Email:

Total Operating Budget (current year): \$

Over \$150,000: Yes or No (check one)

Total Operating Budget (prior year): \$

Over \$150,000: Yes or No (check one)

Fiscal Year (dates):

PAST FUNDING

Have you ever received a grant from the PNC Foundation or other funding from PNC before? Yes No

If yes, please list amounts & program (include past 5 years):

PROPOSED PROGRAM/PROJECT DETAILS

Full Program/Project Name:

Art Discipline:

(Include PNC Arts Alive branding opportunities if included in title or title subtext; i.e. presented by PNC Arts Alive)

Project Start Date:

Project Finish Date:

Is this a new Program/Project: Yes No

Are the program dates subject to change: Yes No

County (where program will occur):

Location/Venue (name and physical address):

Target Audience (who):

Total Number of People to be Reached:

NOTE: PNC Arts Alive will not support educational outreach programs that exclusively provide instruction/training to school-age children (in-classroom programs, afterschool programs, etc.)

PROPOSED FUNDING

Total Project Budget:

Amount of Grant Request:

(be accurate with your ask amount)

List Other Potential Funders and Indicate if Funding is Secured or Pending:

Will Other Potential Funders Receive Branding? Yes No

If yes, please describe:

By checking this box, you acknowledge that all information provided on the first two pages of this application, is correct and true to the best of your knowledge.

GRANT NARRATIVE

The narrative section below provides PNC with a snapshot of your program idea, the target audience, and anticipated outcomes. Please answer the questions succinctly and in a journalistic style. Keep in mind that the mission of PNC Arts Alive is to increase engagement in the arts across the Philadelphia and Southern New Jersey region and to make the arts more accessible to all. Examples of programs that PNC Arts Alive supports: performances, exhibits, arts festivals, participatory art experiences, interactive installations, and pop up art experiences in unexpected places. PNC Arts Alive will not support educational outreach programs that exclusively provide instruction/training to school-age children (in-classroom programs, afterschool programs, etc.)

Keep in mind that the primary goal of PNC Arts Alive is to increase engagement in the arts and make the arts more accessible to diverse audiences in the Philadelphia metropolitan area and Southern New Jersey.

1. Provide an overview of the innovative program you propose. Describe how your program makes the arts more approachable, accessible and a part of everyday life. Indicate if your proposed program removes barriers to participation and how? (300 words)
2. How does your proposed program offer PNC distinct branding opportunity? State how the PNC Arts Alive name be integrated into the title or subtitle of your program. Provide highlights from your marketing, advertising, social media and PR strategy that offer PNC Arts Alive significant brand value. (200 words)
3. Who is your target audience? What is your strategy for attracting your target audience? (100 words)
4. How does your proposed project make your art form more accessible and attractive to diverse audiences? (100 words or less).

5. When and where will your program/event take place? List key dates with locations (include addresses if possible). (100 words)

6. What is your methodology for measuring the success of your program? How do you define success? How will you document your success? (200 words)

SUPPORTING DOCUMENTATION (REQUIRED)

- Complete & sign the Verification of Good Legal Standing document
- Copy of current *IRS Determination Letter* confirming organization's 501(c)(3) or other tax-exempt status