



WILLIAMSBURG AREA

ARTS

COMMISSION

FALL FORUM

October, 21, 2021

We will begin shortly.



- Patricia Rublein, Chair
- Bob Leek, Vice Chair
- Georgianna Avioli
- Susan Corbett
- Thomas Phelps
- Robin Phillips
- Barbara Vollmer
- Nick Vrettos
- Joanna Skrabala, City Staff



SHAKING THE MONEY TREE

Grants & How to get 'em



FUNDERS ASK: Who Is Shaking the Tree?

- **Who are you?**
- **Why do you exist**
- **What do you do?**
- **How do you do it?**



WHO IS SHAKING THE MONEY TREE?

- Who are you?
- Why do you exist
- What do you do?
- How do you do it?
- Vision & Values
- Mission



Richmond Ballet VISION & VALUES

Richmond Ballet aspires to help transform our world through the unique and special power of dance by training and presenting ballet dancers as the ultimate artists/athletes who inspire us by demonstrating unlimited human potential and beauty.

Through the work of Richmond Ballet, this community will continue to move towards one that universally respects the value of human life, both physical and emotional; the power of cooperation and mutual respect; the work ethic and discipline required to achieve anything truly meaningful; and the joy of existing in a compassionate community



Richmond Ballet MISSION

Richmond Ballet is dedicated to the promotion, preservation, and continuing evolution of the art form of ballet through performances, training, education, and integrity. Richmond Ballet will keep meaningful works of dance alive and foster new works with the results of such efforts being, above all, to awaken and uplift the human spirit of both audiences and dancers.



Williamsburg Regional Library Friends VISION & VALUES

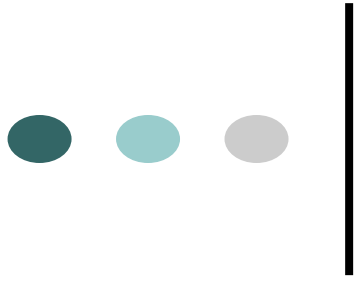
The Friends envision a Williamsburg Regional Library that has everything it needs to dream big.

- ❖ **Trust** – We work hard to earn trust through engagement, accountability, and transparency.
- ❖ **Stewardship** – We honor the philanthropic priorities of our donors. We value and steward their gifts.
- ❖ **Civility** – We respect and listen to each other’s views and opinions.
- ❖ **Innovation** – We employ innovative approaches to help our library face challenges, develop new programs, and plan for the future.
- ❖ **Collaboration** – We bring people together to support our library. We partner with others to amplify our efforts.
- ❖ **Future Focused** – We fund the vision of the library now and into the future.



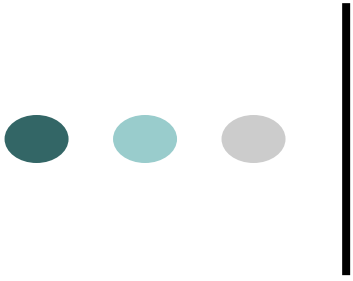
Williamsburg Regional Library Friends MISSION

The Friends invite everyone to support the Williamsburg Regional Library through fundraising and advocacy to ensure excellence in library programs and services both now and for generations to come.



Meet

ROBIN PHILLIPS



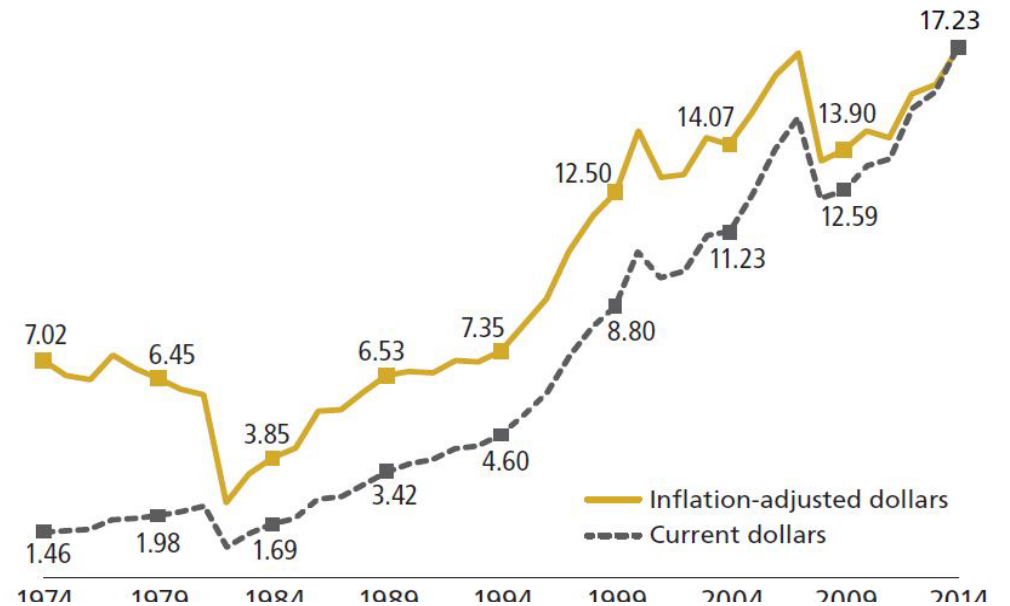
Meet

TOM PHELPS

WHAT DESERVES SUPPORT?

PROJECTS that bring arts and culture to our citizens for artistic, educational, and entertainment purposes; Projects that inform, educate and illustrate our culture and our heritage merit support from many sources!

Giving to arts, culture, and humanities, 1974–2014
(in billions of dollars)





First, there is the project

Then, there are sources of support

MATCH THEM!



WHAT SOURCES ARE THERE?

- Individuals
- Government (**Federal, State, and local**)
- Private Foundations
- Corporations
- Small Businesses
- Other Nonprofit Organizations



IDENTIFY SOURCES

o SEEKING INFORMATION

If you are completely **new** to the **grant making** process:

- The [Council on Foundations](#) offers Grant making Basics
- The [Foundation Center](#) offers a [Step by Step Orientation](#)
- The Ford Foundation offers [Grantcraft](#): guides, videos, and case studies
- The [Grantsmanship Center](#) offers training courses
- [Home | GRANTS.GOV](#)



INFORMATION LINKS

Sources for Support

- <https://www.tgci.com>
- <https://www.cof.org/page/resources>
- <https://grantseeker.flux.io/>
- <https://grantstation.com/>
- <https://Virginia.grantwatch.com>
- <http://goodcoinfoundation.org/votebased-campaigns>



IDENTIFY SOURCES

- If your project focuses on **Fine Arts** or **Art or Dance or Theatre** or... you may want to contact:
 - WAAC
 - [Grants for the Visual Arts](#)
 - Ross Roberts Fund for the Arts
 - The Performance Arts Alliance
 - Arts.gov (NEA)
 - [The Virginia Commission for the Arts](#)
 - Virginia Community Foundation



IDENTIFY SOURCES

- **SEEKING FOUNDATIONS and ORGANIZATIONS**

If your project focuses on social issues or community development you may want to contact:

- <http://carnegie.org/grants/grantseekers/>
- <http://www.avdf.org/>
- <http://www.macfoundation.org/>
- <http://www.gatesfoundation.org/>



IDENTIFY SOURCES

○ SEEKING FOUNDATIONS and ORGANIZATIONS

- If your project focuses on education or is aimed at K-12, you may want to contact:

- <http://www.fordfoundation.org/>
- <http://www.gatesfoundation.org/>



IDENTIFY SOURCES

- If your project examines the history and culture of a particular **ethnic, racial, or religious topic** you may want to contact:
 - [National Asian American Association](#)
 - [National Black Programming Consortium](#)
 - [National Foundation for Jewish Culture](#)
 - [The National Italian American Foundation](#)



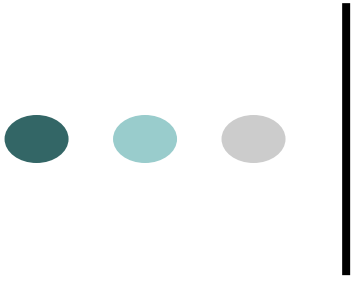
MATCH SOURCES OF FUNDING WITH THE PROJECT NEEDING SUPPORT

***ESTABLISH YOUR TIMELINE TO FIT
THE SOURCE(S) DEADLINE(S)***



INVOLVE PARTNERS & COLLABORATORS

- Builds Expertise
- Demonstrates Value
- Deepens the Reach
- Develops Points of View
- Widens Availability



PROPOSAL WRITING



FUNDAMENTALS OF A GOOD PROPOSAL

Some Questions?

- Is it well conceived?
- Who is it for?
- Who is on the team?
- What is the plan of work?
- Are resources in place?
- What will it cost?
- What is it (abstract)?



ELEMENTS FOR A GOOD PROPOSAL

- Project Description (abstract)
- Table of Contents
- Budget
- Nature of the Request (abstract)
- Introduction to the subject
- Dissemination
- Audience
- Organization's history
- Partnerships
- Resources
- Plan of Work
- Evaluation plan



SUBMITTING AN APPLICATION

- Submit the application on the deadline – ON TIME
- Submit the required number of copies – ON TIME
- Submit to a person if possible – ON TIME
- Confirm Submission!



Guidelines, criteria, application, budget

- [FY23 WAAC Grant Guidelines](#)
- [FY23 WAAC Grant Criteria for Funding](#)

(Available on williamsburgva.gov/waac)



CRITERIA FOR EVALUATION

Grant-making organizations publish their criteria for evaluation in their guidelines.

PAY ATTENTION!



WHO MAKES FUNDING DECISIONS?

- Foundations, organizations, agencies must explain the process for making grants in their guidelines.
- Generally:
 - Conforms to the mission of the foundation
 - Rarely made by a single individual
 - Usually an evaluative process



PROPOSAL REVIEW

(STAGED PROCESS)

- Reviewed for eligibility
- Reviewed by a panel of peers or boards
- Reviewed by staff (review the review)
- Reviewed by the Governing Body (Trustees)
- Reviewed by CEO, Chairman of the Board etc.



EVALUATION CRITERIA

What is the value and the delivery system?

- For whom? (audience)
- How? (formats)
- When? (plan of work)
- How much? (Budget)
- Who supports? (Orgs.)
- Who is doing? (Staffing)
- Resources (delivery)



STRATEGIES for SUCCESS

- Plan well in advance—Start early, arrive on time
- Have organizational buy-in—Get agency support before you start
- Establish partnerships—Make sure all players are sitting at the table
- Build a team—Projects get done by the people doing them



PITFALLS

- We're the best, it's all about us!
- Give it to 'em
- We know what is best



MORE PITFALLS

- **Speling**
- **Grammer**
- **Sinntacks**
- **Tipos**



MORE PITFALLS

- Lack of Organization
- Lack of Coherent Conceptualization
- Rhetorical language
- Emotional Pleading

● ● ● | **SHAKING THE MONEY TREE**

THE END

