New Jersey Cultural Trust

Institutional and Financial Stabilization Grants for Arts Organizations

Fiscal Year 2025 Grant Program Guidelines

Application Deadline: 12 p.m. ET August 15, 2024

This document is also available in Spanish.





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Key Dates for FY 2025 Cultural Trust Grants	
May 9, 2024	Grant guidelines released
June 24, 2024	Postmark deadline for applications for qualification in hard copy
July 11, 2024	Grant application available in SAGE
July 15, 2024	Cultural Trust Board meeting to approve qualifications
12 p.m. ET (noon) August 15, 2024	Full grant applications due in SAGE
October-December 2024	Arts Council convenes independent review panels and crafts recommendations
January 2025	Cultural Trust takes action on recommendations and announces grants
February 10, 2025 to February 28, 2026	Grant period for funded projects

ABOUT THE CULTURAL TRUST

The New Jersey Cultural Trust is a public-private partnership established by law in July 2000 to develop a permanent source of additional funding for arts, history, and humanities organizations. The Trust seeks to help cultural organizations achieve greater financial and operational stability in order to improve their service to the public. To this end, the Cultural Trust awards grants to support capital projects and institutional and financial stabilization projects at qualified organizations. The Cultural Trust Act directs the New Jersey State Council on the Arts, the New Jersey Historical Commission, and the New Jersey Historic Trust to design and administer programs that recommend projects to the Cultural Trust for such grants.

HOW CULTURAL TRUST GRANTS ARE FUNDED

Funding for Cultural Trust grants comes from interest earned on the Cultural Trust Fund, which is a permanent investment fund. The invested principal of the Cultural Trust Fund grows through annual legislative appropriations, leveraged by private donations to the endowments of cultural nonprofits as well as by private donations directly to the Fund. Each year, the State of New Jersey appropriates a dedicated portion of the revenue generated by the hotel/motel occupancy fee to the Cultural Trust Fund. To learn more about the Cultural Trust's funding, go to https://nj.gov/state/culturaltrust/ct-trust-information.shtml.

THIS GRANT ROUND

For Fiscal Year 2025, the New Jersey State Council on the Arts (Arts Council) is accepting applications from **arts organizations** for Institutional and Financial Stabilization Grants to recommend to the Cultural Trust for funding.

GRANT FUNDS

Organizations may apply for grant funds **up to \$40,000**. Please note that final grant awards are subject to and pending available funds.

GRANT PERIOD

The grant period for successful projects is February 10, 2025 to February 28, 2026. All project activities must occur and all grant funds must be expended during the grant period. The Cultural Trust will not fund projects that have started prior to February 10, 2025.

NUMBER OF APPLICATIONS

A qualified organization may submit only **one application** for Cultural Trust funding in this grant round. Each application must be for a single, discrete project within a single primary project category.

MATCH AND FINANCIAL REQUIREMENTS

There is no matching requirement. However, if an organization's proposed project costs more than is being requested, the proposal must clearly demonstrate the organization's ability to provide the remaining necessary funds. Grant funds may not be used to match any other State of New Jersey grant. Indirect and other administrative costs not directly related to the project may not be charged against the grant.

APPLICANT ELIGIBILITY

To be eligible for funds in this grant round, an organization must:

- Be a New Jersey-based nonprofit organization (no schools, units of government, or religious organizations) that has been qualified by the New Jersey Cultural Trust (see details below).
- Be registered as a charity in New Jersey with the Division of Consumer Affairs and have a Charities Registration number.
- Have a primary **arts-focused focused** mission.
- Not have another *active* Institutional and Financial Stabilization grant from the Cultural Trust. **NOTE:** If an organization has an active State Arts Council grant or LAP re-grant, the organization is still eligible

to apply for a Cultural Trust grant. If an organization has an active Cultural Trust Capital Historic Preservation grant, that organization is also still eligible to apply.

QUALIFICATION

In order to be eligible to apply for funds from this program, organizations must first be designated qualified by the Cultural Trust. Applications for qualification are available from the <u>Cultural Trust website</u> or from its office by calling 609-292-6403. In order to become qualified, an organization must demonstrate that it:

- Is a New Jersey-based tax-exempt nonprofit organization (no colleges, universities, or units of government).
- Fulfills a primary arts, history, or humanities mission in New Jersey through active programs and services.
- Has been incorporated for a minimum of four years and has been in operation for a minimum of four years.
- Has a functioning board that provides financial oversight to the standards set by the Cultural Trust.
- Is current with Charities Registration and Division of Revenue filings.
- Is able to submit the required support material as described in the qualification application.

Organizations that are not currently designated qualified by the Cultural Trust must apply for qualification and have their application **postmarked no later than June 24**, **2024**, in order to be eligible for this grant round. Please note that the qualification application is a paper form that must be mailed to the Cultural Trust.

If an organization is deemed ineligible through the Cultural Trust's qualification process, its grant application will not advance to the panel process.

INSTITUTIONAL/FINANCIAL STABILIZATION PROJECT CATEGORIES

The purpose of Cultural Trust funding is to provide financial support to assist qualified organizations in addressing the financial and institutional challenges that threaten their stability and to help build greater operational capacity to manage and advance their work. Awards may support a wide variety of expenses, including immediate response activities, costs associated with planning or assessment, and investment strategies that reimagine work and build resiliency.

Below are broad categories of eligible institutional/financial stabilization projects. Applicants must clearly identify a stabilization challenge or capacity issue and articulate a specific, appropriate strategy *primarily* within one of the below categories to address the challenge or issue. Applicants must explain how that strategy will produce significant and sustainable results.

Institutional/financial stabilization projects are limited to the following categories (see details about each project category and category-specific requirements below):

- Establishing, replenishing, or growing a working capital fund/cash reserve
- Debt/deficit reduction
- Strategic planning/assessment
- Technology upgrade
- Capital equipment purchase
- Professional development for staff/board
- New staff position

Institutional and Financial Stabilization Project Categories

Establishing, Replenishing, or Growing a Working Capital Fund/Cash Reserve: If an organization's cycle of activity requires significant and destabilizing outlays prior to receipts, it may turn to financial institutions for bridge loans and lines of credit that carry interest payments. Having one's own revolving fund can address this issue and may yield interest. Additionally, many groups do not have funds on hand that they can turn to in an emergency, casualty loss, or sudden closure. Establishing, replenishing, or growing a Working Capital Fund or a Cash Reserve, as opposed to an endowment, can address these challenges by building an organization's liquid, unrestricted capital.

- Create a Working Capital Fund: A working capital fund, which is replenished regularly, reduces operating risk and better secures an organization's other income and assets. For example, organizations may sometimes need to pay significant amounts of cash upfront for a year's expenses (such as licensing fees or subscriptions) while revenue comes in more incrementally throughout the year (such as tuition or ticket sales). In this case, organizations can use a working capital fund as an internal line of credit to support upfront costs, and replenish the fund with revenue as it is earned. Applicants must show that the board has instituted a policy and plan to replenish the fund to the level described and outlined the organization's policies for managing the fund.
- Create a Cash Reserve: Cash reserves are funds that are set aside to ensure stability when unplanned costs arise or revenue unexpectedly falls. In most cases, the reserves are specifically for short-term needs. A cash reserve may assist an organization with avoiding debt if unexpected circumstances arise. Reserves may also be established to address other specific challenges. A common reserve of this type is a facilities reserve, which can help an organization budget for expenses related to physical property and assets, such as repairing and replacing plumbing, A/C units, and roofs. In all cases, the money may be placed in a separate account, designated as the cash reserve account. Applicants must show that the board has instituted a policy and plan to replenish the reserve to the level described and outlined the organization's policies for managing the fund.
- Replenish or Grow an Existing Working Capital Fund or Cash Reserve: If an organization's working capital fund or cash reserve has been depleted or is not sufficiently capitalized to address the organization's needs, the organization may apply for funds to replenish or grow it. Applicants must detail the history of the fund/reserve's use and management, explain how a Cultural Trust grant would improve the efficacy of the fund/reserve and its impact on the organization, and outline the organization's plans to replenish the fund/reserve in the future, in accordance with the board's established policies for managing the fund.

Applicants should be specific in their narrative about whether they are seeking to build a working capital fund or to build a cash reserve, as the purpose of each is distinct.

NOTE: Any applicant receiving a grant in this category will be required to submit reports about the status of the fund to the Cultural Trust every year for four years after receiving the grant.

Debt/Deficit Reduction: Cultural Trust funds may be used to reduce or eliminate a debt or deficit that poses a threat to an organization's stability. Funds may NOT be used to address a recurring operating deficit. If funding to reduce or eliminate a debt/deficit is requested, the applicant must provide a detailed explanation of how the debt/deficit was incurred; demonstrate that the debt/deficit was incurred as the result of a one-time event or specific, discrete challenge; and outline how the organization will avoid a recurring deficit and build organizational sustainability.

Strategic Planning/Assessment: Sound planning is a key step in building resiliency, and assessments can yield key information for decision-making and provide roadmaps for future planning. The Cultural Trust defines strategic planning broadly as an umbrella that covers a wide range of important planning activities. Examples of eligible planning projects may include:

• General organizational strategic plans

- Marketing and communications plans, including rebranding
- Fundraising plans
- Board development plans
- Succession plans/executive transition planning
- Facilities plans
- DEAI plans
- Interpretive plans
- Membership and outreach plans
- Emergency preparedness, disaster, or continuity of operations plans

Examples of eligible assessment projects may include:

- Technology assessments
- Accessibility assessments
- Climate vulnerability assessments
- Emergency preparedness assessments
- Feasibility studies for capital campaigns
- Market research
- Research exploring potential mergers
- Facilities conditions assessments

A successful planning and/or assessment project will outline a process, including: identification of any professionals or consultants who will be engaged, including their qualifications; who will be involved in the process; how public input will be obtained; the steps of the process and its timeline; and benchmarks for how and when the plan will be revisited and progress measured.

If a consultant is being engaged to lead the planning and/or assessment work, the consultant must already be identified by the applicant at the time of application.

Technology Upgrade: Effective use of technology can increase an organization's capacity and enable it to connect is programs and services to the public, leading to greater financial and operational stability. Examples of eligible technology upgrade projects may include:

- Creating a new or upgraded website, including enhancements for accessibility
- Purchasing and implementing software, such as customer relationship management or donor management (CRM) software, point of sale systems, online payment systems, and accounting programs
- Upgrading or building databases
- Purchasing computers, tablets, servers, phones, or other hardware for organizational use
- SEO optimization
- Installation of cybersecurity systems and protocols
- Technology to enhance accessibility (e.g., hearing loops, captioning, etc.)

Related costs, such as technology needs assessments by IT professionals or staff training on new software, may be included within this project category.

Capital Equipment Purchase: Capital equipment purchases can also stabilize an organization and increase its capacity. Eligible projects in this category are non-routine purchases of durable goods. Construction projects are NOT eligible.

Professional Development for Staff/Board: Board members and/or staff may require a new skill in order to perform essential or new business functions. This idea may extend to business systems and services

as well as skills that help organizations reduce costs, improve accountability, or increase productivity. Examples of eligible professional development projects may include:

- DEAI training
- Executive coaching
- Technical skills training
- Board education

New Staff Position: While support for staff resources is possible under this program, Cultural Trust funds will only support *new* staff positions. To be eligible, a new staff position must directly address the operational or financial challenge identified by the applicant and must be a long-term, permanent addition to the organization's team. Most importantly, the applicant must provide a detailed, specific plan for fully sustaining the cost of the position beyond the grant period.

Converting an existing unpaid, volunteer position to a permanent paid position is eligible. Maintaining or expanding an existing paid staff position is NOT eligible. Only one, individual staff position may be supported with this grant. The new staff position must be based in New Jersey.

A detailed job description and a resume of the candidate (if identified) must accompany applications seeking support for a staff position. *The new role must be scheduled to start after the grant period begins*. The applicant may request funds to cover one-time ancillary costs related to onboarding the new staff member, such as training or technology purchases. These costs may not exceed 10% of the total project costs.

NOTE: Applicants receiving funding for a new staff position will be required to submit reports about the status of the position to the Cultural Trust every year for four years after receiving the grant.

INELIGIBLE PROJECTS AND EXPENSES

Institutional and Financial Stabilization grants are intended to make projects and activities possible that otherwise would not be feasible at this time. They may not replace other funds and must be *in addition to* funds originally and normally budgeted for or associated with the basic operations of an organization. The following types of projects and expenses are ineligible:

- General operating expenses
- Applying to support more than one discrete project
- Capital construction projects
- Fundraising events (e.g., galas, receptions, etc.)
- Contributions to endowments
- Scholarships, fellowships, honoraria, and internships

- Education in a matriculating course of study
- Acquisition of collections
- International travel
- Ongoing or new public programs, projects, and services
- Catering and hospitality
- Projects involving a consultant or contractor for which a specific consultant or contractor has not been identified

HISTORIC PROPERTIES

For organizations with properties on the New Jersey and/or National Register of Historic Places: Projects that relate to or propose the alteration of the physical structure or property are NOT eligible and will not proceed to panel review. These may include (but are not limited to) capital campaign feasibility studies, reuse feasibility studies, accessibility plans, historic structure/landscape reports, technology upgrades, and conditions assessments.

- If you are unsure whether your project will address the physical structure or property, please contact the New Jersey Historic Trust by phone (609-984-0473) or email (njht@dca.nj.gov).
- To determine your property's register status, visit https://www.nj.gov/dep/hpo/1identify/gis.htm and contact the State Historic Preservation Office by phone (609-940-4312) or email (njhpo@dep.nj.gov).

For more information on other funding opportunities for historic properties, go to https://www.nj.gov/dca/njht/.

EVALUATION CRITERIA

Review and reference the Evaluation Criteria before and during the preparation of your application. Independent review panels evaluate applications in accordance with the following uniform criteria:

1. Stability/Capacity Challenge:

 The applicant articulates a specific, real, and significant challenge to the organization's stability/capacity.

2. Project Plan:

- The proposed project is sufficiently detailed and specific, demonstrating a firm understanding of the mechanics of the project in order to successfully complete it.
- The intended project outcomes are clear and follow logically from the project activities.

3. Project Suitability:

- The proposed project is an appropriate solution to the identified stability/capacity challenge.
- The proposed project aligns with the organization's overall strategic planning and financial health as a logical next step.

4. Project Feasibility:

- The proposed project budget and quotes are reasonable, realistic, and sufficient to complete the project.
- The identified expenditures are appropriate to the project.
 - o For projects involving **consultants**: The identified consultant is appropriate and suitable to the project.
 - For projects involving equipment/software purchase: The proposed purchases are appropriate and suitable to the project.
 - o For projects adding a **new staff position**: The job description is appropriate and suitable to the project.
 - For projects requesting cash reserve/working capital funds: The board policies for managing and replenishment of the fund are appropriate and reasonable.
 - o For project requesting **debt/deficit reduction**: The plan to avoid a recurring deficit is appropriate and sufficient.
- The applicant has the necessary infrastructure, capacity, and organizational commitment in place to support the project or provides a reasonable plan for obtaining the needed resources.

5. Project Impact and Sustainability:

- The project as proposed will result in significant improvement to the long-term stability or capacity of the organization.
- The applicant provides a sufficient plan for how the gains from the project will be sustained after the grant period.

HOW TO APPLY

In order to access and submit the application form, an applicant must first be registered in the <u>System for Administering Grants Electronically (SAGE)</u>, the State of New Jersey's grant management system.

This system requires authorization for access. If you do not have a username and password, please click the New User link to request access to the site. **NOTE:** Registration is not automatic. You must wait for an email message confirming your account has been validated before you can log in to SAGE. This could take up to 72 hours.

How to access the application: Once you're logged into SAGE, go to the "View Available Opportunities" section on the main landing page. Click "View Opportunities." Under the Cultural Trust section, you will find the IFS application, called, "Cultural Trust IFS Arts 2025."

You may contact Cultural Trust staff for technical SAGE assistance at <u>cultural.trust@sos.nj.gov</u> or 609-292-6403.

APPLICATION ASSISTANCE AVAILABLE

The following assistance is available to help you compose and submit your application:

- 1. **Staff Support:** Cultural Trust staff (<u>Isabel Kasdin and Avery Wehrs</u>) and Arts Council staff (<u>Tammy Rice Herman</u>) are available to help with questions specific to your application by telephone and email. You may also schedule an appointment for in-depth application questions. Applicants seeking assistance are advised to do so well in advance of the application deadline.
- 2. **ZOOM Office Hours:** Applicants can participate in a Cultural Trust Office Hour to ask questions pertaining to the application. Participation is free; however, registration is required. Please check the Cultural Trust website for dates and times.
- 3. **Recorded Mini-Webinars:** Recorded technical assistance mini-webinars will be posted to the Cultural Trust website in July. These short webinars will detail various aspects of the application process.

Prior to contacting Cultural Trust or Arts Council staff, applicants should read the guidelines thoroughly.

APPLICATION COMPONENTS

SAGE Forms

The following items must be completed in SAGE:

- 1. **Organizational Profile Form:** This form provides the essential information about the organization, including contact information.
- 2. **Project & Organization Summary:** This form provides basic information about the project:
 - Project Type: Select one of the project categories listed above; the project must fall within a single primary project category.
 - Total project costs and total grant funds requested.
 - Estimated project start date and length of time to complete.
 - O Purpose of Funding statement: A statement limited to approximately 50 words or 300 characters. It will be used in press releases and for other public inquiries. It should contain the basic "who, what, where, and when" information. It should begin with, "This Cultural Trust grant will..."

Sample Statement: "This Cultural Trust grant will support the creation of a cash reserve for Sample Theatre, which will ensure the continuity of operations in the case of emergencies that place unexpected strains on the theatre's finances."

- A brief summary of the organization's mission, major programs and services, and audience.
- 3. **Narrative:** This statement is limited to 12,500 characters, or approximately 3 pages. It should clearly and concisely communicate your project to the panel, and provide context for the other materials in the application. The narrative should directly respond to each of the questions in the Narrative Topics, keeping in mind the Evaluation Criteria for each topic (details below). It is a good idea to craft the narrative in a Word document and then copy and paste it into the SAGE narrative screen.

- 4. **Board Chart:** This chart identifies who is on the organization's current board and advisory board.
- 5. **Staff Chart:** This chart identifies the organization's current staff.
 - o Include 1099 employees, designating them with a #.
 - o For all-volunteer organizations with no paid staff, leave the chart blank and enter the total number of volunteers at the bottom of the form.
 - o The total staff costs in this chart should correspond to your organizational expenses chart.
- 6. **Finance Charts:** Complete the Organizational Expense Budget and Organizational Income Chart. Use the Budget Notes section to detail line items that comprise each of your organization's finance charts. The panel expects accompanying notes to provide clear information about the organization's financial picture. The organizational budget charts should be completed according to the applicant's own fiscal year.
- 7. **Project Budget Chart:** Use the Project Budget Chart to fully enumerate your project expenses. Use the Budget Notes section to detail line items.
 - Please include all related project costs, not only those that comprise your requested Cultural Trust funds.

Required Support Materials

Support materials play a significant part in the evaluation process by reinforcing what is presented in the narrative. They are important tools that provide the panel with a complete picture and basis for evaluation. These materials must be uploaded in the **Support Materials** form in SAGE. The maximum file size is 13 MB.

- Link to the organization's website.
- Organization's <u>two</u> most recently completed audits/Form 990s.
 - o Please provide two separate audit or 990 documents.
 - The two documents should be of the same type (NOT one audit and one 990).
 - o For organizations uploading 990Ns (also known as 990 postcards), also upload an internal balance sheet for each year corresponding to the 990s.
 - o **NOTE**: Submission of documents prepared prior to FY21 will not satisfy the requirement.
- Brief biographies or resumes of the key individuals (staff/board) participating in the project, not to exceed 1 page per person. Be sure the information provided is relative to their role in the project.
- Brief background on all outside organizations, agencies, or institutions that are projected to provide services in support of this project.
- For projects requesting funds for a consultant: Credentials and copy of the actual proposal of any consultant including detailed costs, timelines, action steps and deliverables. It is important to include the Request for Proposal and/or the process used to select or to be used to select any consultants so that the panel fully understands the process and/or the decision for selection of a proposed consultant.
- For projects requesting funds for technology/equipment: Vendor quotes and documentation of proposed expenses. PDFs of online retail listings will also be accepted.
- **For projects requesting funds for a staff position:** Detailed job description for the proposed position and resume of candidate (if available), as well as a clear plan for how the position will be sustained after the single year of Cultural Trust funding.

- For projects requesting funds for a cash reserve or working capital fund: Board-adopted organizational policies for managing and replenishing the reserve/fund.
- For projects requesting funds to address a debt/deficit: A plan to avoid a recurring deficit.

Optional Support Materials: In addition to the required support materials, applicants may provide up to three additional items of support material. Support material should strengthen the application by further illustrating the organization's mission and activities, stabilization/capacity challenge, and/or proposed solution. Examples of support material include letters of support, programs, photographs, and publicity materials. Each item is counted as one piece of support material. For example, a multi-page program, a photograph, and an article would *each* be considered one piece. These materials may be uploaded in the **Support Materials** form in SAGE.

NOTE: Be sure to include *all* relevant and required information about your organization and project in your application materials in SAGE. Reviewers will NOT see any other documents previously submitted to the Cultural Trust or to the Arts Council, including your qualification application.

IMPORTANT: Applications that contain missing materials and/or contain corrupted/password-protected files will be deemed ineligible and will not move to the panel process.

NARRATIVE TOPICS

The Narrative Topics are the framework for writing the narrative, and they correspond with the Evaluation Criteria above. Please arrange your narrative to clearly address each of these topics either through the use of headings or numbers. Successful narratives are clear, convincing, and supported by budgets and other application materials. Compose a narrative that will allow a panelist who does not know your organization to understand it in relation to the Evaluation Criteria. Use the required and optional support materials to reinforce specific narrative topics. A chart showing the narrative topics alongside theirs corresponding evaluation criteria is available on the Cultural Trust website.

- 1. Detail the organization's major challenge to institutional or financial stability or future operational capacity, including any self-assessment behind identifying the challenge. Explain why its resolution is a high priority for the organization.
- 2. Fully articulate the proposed stabilization/capacity project and its expected outcomes.
- 3. Discuss why the project is the best available solution to the stabilization/capacity challenge, and how it fits into your organization's overall strategic planning and financial health.
- 4. Explain the major expenditures and the human resources that will be used to complete the project, including (if applicable) how consultants, vendors, and materials were selected. If the project will cost more than the funds requested, explain how and when the additional resources will be obtained.
- 5. Explain how the project will result in significant improvement to the long-term stability or capacity of the organization, and how the gains made through the project will be sustained, independent of future Cultural Trust funds. **NOTE:** If the project is the addition of a new staff position, explain specifically how the position will be sustained after the grant period.

APPLICATION CERTIFICATION

After completing all required forms and uploading all required support materials, the application must be certified by both an organization official (e.g., executive director) and a member of the organization's board or governing body. Certification involves entering the individuals' names into the Application Certification form in SAGE, with their consent. The authorizing official and board member should be two different people.

GRANT DISBURSEMENT, MANAGEMENT, AND REPORTING

The grant period for this round is February 10, 2025 to February 28, 2026. All grant project activities must occur during this period, and all expenses must be incurred and paid during this timeframe, unless you have received an extension.

Cultural Trust grants are distributed on a partial reimbursement basis. Grantees will receive 75 percent of their grant award upon signing the grant contract, and 25 percent as a reimbursement after all the project costs have been incurred and the final grant report has been submitted and approved.

There is no written interim report required for this grant. Rather, Cultural Trust staff will arrange an Interim Conversation with each grantee to learn about their progress and discuss any necessary modifications. These will be held in the summer of 2025. Minimal preparation will be required.

A final written report **is required**. Required components include audience numbers for the organization as a whole, a written narrative reflecting on the project activities and outcomes, photographs documenting project activities or the organization as a whole, a financial report documenting the actual expenses as compared to the approved project budget, and copies of all invoices and cancelled checks for expenses related to the grantfunded project. Final reports are due within 30 days of the close of the grant period or completion of the grant project.

As stated above, recipients of grants supporting working capital funds/cash reserves and new staff positions will be required to submit reports on the status of the fund or staff position for four years following the receipt of the grant.

APPLICATION DEADLINE

The application deadline is **August 15, 2024 at 12:00 p.m. ET (noon).** You will receive an e-mail confirmation from SAGE when your Cultural Trust application is successfully submitted. Late submissions will not be accepted for any reason, including technical/human error. Applicants are strongly urged to submit applications well before the deadline.

IMPORTANT: Incomplete applications, applications for ineligible projects, and applications from ineligible organizations will not advance to the panel process.