



QUICK GUIDE

INTRO TO IMPACT FUNDING

FIND COMPLETE GUIDELINES AT
cityoftacoma.org/TacomaCreates

APPLICATION LINK: <https://tacomaarts.submittable.com/submit>. Click on the “2020 Tacoma Creates – Impact Funding” link.

APPLICATION DEADLINE: March 18, 2020, 11:59 pm

FUNDING AMOUNT: \$3,000 – \$75,000 (up to \$50,000 for programming happening between June 1, 2020 – December 31, 2020; and up to \$25,000 for programming happening between January 1, 2021 – June 30, 2021, for a maximum total request of \$75,000.) A 1:1 match of other resources, which may include volunteer time and value of donated materials and space, is required.

ABOUT THE FUNDING OPPORTUNITY: Tacoma Creates invites eligible non-profit organizations to apply for funding for arts, culture, heritage, and/or science programming happening in Tacoma between June 1, 2020 – June 30, 2021.

Tacoma Creates can support a wide variety of public programming within [Tacoma city limits](#) that advances arts, culture, heritage, and science. This includes, but is not limited to: presentations, workshops, exhibitions, events, festivals, and educational programs for all ages. Programs must generally be open to the public, with the exception of Public School Cultural Access Programs that are specifically for Tacoma Public Schools students or teachers. Organizations may charge admission fees for public programs, as long as their application shows efforts to support access. Tacoma Creates funding can also support general organization expenses related to this work.

ELIGIBILITY: Your organization can apply for Impact Funding if it meets all of the following requirements:

- **Primary Purpose**
Your organization’s primary purpose is to advance and/or preserve arts, culture, heritage, and/or science
- **Non-Profit Status**
Your organization is a 501(c)(3) non-profit
OR
Your organization meets the Primary Purpose and Program Delivery criteria, your business address is within [Tacoma city limits](#), and you apply with an eligible Fiscal Sponsor
- **Location**
Your organization’s official business address is within [Tacoma city limits](#)
OR
Your organization’s official business address is in Pierce County, and your organization is a 501(c)(3) non-profit with a two-year track record of providing at least 65 percent of your public programming in Tacoma, and your organization meets the Primary Purpose and Program Delivery criteria.
- **Program Delivery**
Your organization provides programs and/or experiences to the general public in [Tacoma](#)

Special eligibility categories:

- Business District Associations and Neighborhood Councils
- Affiliate Cultural Programs within a larger non-profit

If these categories are relevant to you, please read more information in the complete guidelines [here](#).

Your organization cannot apply for funding if it is:

- An agency of the state or political subdivision
- A municipal corporation
- An organization that raises funds for redistribution to multiple cultural organizations
- A radio or television broadcasting network or station, cable communications system, internet-based communications venture or service, newspaper, or magazine

This is a quick guide to Impact Funding and does not contain all information. Please read the complete [Impact Funding guidelines](#) to learn about the full scope of funding.

APPLICATION PROCESS AND SUPPORT:

To apply for funding, eligible non-profit organizations must fill out the online application at: <https://tacomaarts.submittable.com/submit>.

Please read through the [Application Questions](#) provided below. We encourage you to write out your responses to these questions in a Word document (to catch any grammatical or spelling errors), then paste into the online application.

Tacoma Creates staff are available to help you develop a successful application! The following optional workshops will cover how the application process works, and provide tips on developing a strong application.

- Thursday, February 6, 2020, 12:30 pm – 2:00 pm
Fern Hill Library, 765 South 84th St., Tacoma, WA 98444
Nearest bus routes are 1, 45, 48, 202; free parking available
- Thursday, February 13, 2020, 5:30 pm – 7:00 pm
Tacoma Municipal Building, 747 Market St., Room 243, Tacoma, WA 98402
Nearest bus routes are 1, 11, 13, 16; paid street parking available
- Saturday, February 15, 2020, 10:00 pm – 11:30 pm
Centro Latino, 1208 South 10th St., Tacoma, WA 98405
Nearest bus routes are 28, 57; free parking available
- Tuesday, February 18, 2020, 5:00 pm – 6:30 pm
Moore Library, 215 South 56th St., Tacoma, WA 98408
Nearest bus routes are 1, 56; free parking available

To request a reasonable accommodation for these workshops, please contact (253) 591-5191. TTY or speech to speech users please dial 711 to connect to Washington Relay Services.

Staff will present a shorter version of the in-person workshops through a webinar that will be held on Thursday, February 13, 2020, 10:00 am – 11:00 am. For information on how to participate in the webinar or view the recorded version, visit www.cityoftacoma.org/tacomacreates.



2020 IMPACT FUNDING APPLICATION QUESTIONS

These application questions are provided for you to review. You will need to submit these answers through the “2020 Tacoma Creates – Impact Funding” online application at <https://tacomaarts.submittable.com/submit>.

As you are going through the application questions, please have the [Impact Funding guidelines](#) on hand, as you will need to refer to them throughout the process. Look over the **Review Criteria section**, as understanding the evaluation process will guide you in developing a strong application.

We encourage you to write out your responses to the following questions in a Word document and then paste into the online application.

ORGANIZATIONAL INFORMATION:

Legal name of organization

- DBA – doing business as organization name (if applicable)
- Organization street address, city, zip code
- Organization’s website
- Who is the primary contact person for this application?
 - Full name, job title, email, phone

ELIGIBILITY:

- Who is the authorizing official who would sign a funding contract?
 - Full name, job title, email, phone



If your organization is fiscally sponsored, your fiscal sponsor must sign the contract.

BACKGROUND DATA:

- Organizational budget summary for your most recently completed fiscal year
 - Total EARNED income (tickets, admissions, tuition, merchandise, services, etc.)
 - Total CONTRIBUTED income (government, businesses, foundations, individuals: all donated funds including from fundraisers, auctions, etc.)
 - Total EXPENSES (salaries, benefits, contractors, programming costs, supplies, rent, etc.)
- Organizational budget summary for two fiscal years ago
 - Total EARNED income (tickets, admissions, tuition, merchandise, services, etc.)
 - Total CONTRIBUTED income (government, businesses, foundations, individuals: all donated funds including from fundraisers, auctions, etc.)
 - Total EXPENSES (salaries, benefits, contractors, programming costs, supplies, rent, etc.)
- Attendance summary for your most recently completed fiscal year
 - Total attendance (all tickets, admissions, participants, registrations, etc., both paid and unpaid) for all public programs in Tacoma

- If you offer classes or workshops for youth, how many of the participants listed above were youth under the age of 18 attending an education program?
- Attendance summary for two fiscal years ago
 - Total attendance (all tickets, admissions, participants, registrations, etc., both paid and unpaid) for all public programs in Tacoma
 - If you offer classes or workshops for youth, how many of the participants listed above were youth under the age of 18 attending an education program?

FUNDING REQUEST:

- Impact Funding amount requested



Please see the **Funding Categories** section in the [Impact Funding guidelines](#) for specific information.

NARRATIVE QUESTIONS:

- Organization’s Mission / Purpose (50 word limit)
- Using the definitions of Arts, Culture, Heritage, and Science organizations listed in the Guidelines, which one category most closely matches your organization's primary purpose?
- About your organization (200 word limit)

In the following sections of the application, your organization may ask for funding support for programs in Public Programming, Youth Education Programs, or both. You can skip a section (Public Programming or Youth Education) if you are not requesting funding support in that area.

PUBLIC PROGRAMMING:

- What public programs will you present with Tacoma Creates funding support during the current funding cycle (June 1, 2020 – June 30, 2021)? (350 word limit)
 - What will you create or present?
 - When and where will it happen? Be as specific about dates and locations as possible.
 - How will your programming benefit or support people and communities in Tacoma?
 - Who are the key individuals in your organization (staff or contracted) that will carry out your programming?
 - What does the planning timeline for your programming look like? What are some important steps and/or dates that you have lined up for your programming?
 - About how many people do you expect to serve with this programming?
- Partnership and Collaboration (350 word limit)
 - Are there individuals or organizations outside of your organization that are key to these programs? If so, who are they, and what is their role?
- Marketing and Promotion (150 word limit)
 - How will you get the word out about your programs?
 - If you have goals to grow or diversify your participants, how will you do that?
- Evaluation (150 word limit)
 - What does a successful program look like for your organization?
 - How do you measure success?

YOUTH EDUCATION PROGRAMS:

- Education Background and Approach: Tell us about your organization’s experience providing education programs for youth under the age of 18. (200 word limit)

- What kinds of education programs do you offer, and why?
- How do your education programs connect to your organization's overall work?
- Expanded Learning Opportunities (ELO) – September 2020-June 2021 School Year (Optional)
 - Contact Information
 - Name, job title, email, phone
 - Class Proposals
 - Class title, brief class description (1-3 sentences)
 - What kind of classroom space do you need for this class? Do you need any particular equipment for this class?
 - Which grade levels could this class be offered for?
 - Class outline
 - How many of this class would you be able to offer in each session?
 - Class instructors
 - Educator Proposals
 - Educator name, number of years with your organization, number of years teaching youth, resume / bio
 - Is this educator qualified to be a mentor?
 - Apprentice Teachers
 - Do you have any individuals at your organization that you'd like to serve as apprentice teachers?
 - Budget
 - Additional expenses
 - Any questions, ideas, or general notes to share with Tacoma Creates about this ELO program?
- Additional Youth Education Programs, besides ELO programs
 - What are the Youth Education Programs (outside of ELO programs) that you will offer with Tacoma Creates funding support in this funding cycle (June 1, 2020 – June 30, 2021)? (350 word limit)
 - What kinds of programs will you offer, and who are your intended students?
 - Where do your programs take place?
 - When do your programs take place, and how often do they happen?
 - How does your organization consider diversity, equity, inclusion, and access when planning and carrying out your education programs? How is input from students used to inform programming?
 - Who are the main individuals that will carry out your education programming? What background, experience, and/or training do they have that makes them a good fit for this work?
 - About how many people do you expect to serve with your youth education programs?
 - Optional: If you are providing programs as part of the regular school day for Tacoma Public Schools students, tell us about how you collaborate with classroom teachers and how you support basic education goals.
 - Marketing and Promotion (150 word limit)
 - How will you get the word out about your youth education programs?
 - If you have goals to grow or diversify your youth participants, how will you do that?
 - Evaluation (150 word limit)
 - What does success look like for your youth education programs?
 - How do you measure success?

NEIGHBORHOOD ENGAGEMENT & INCREASING PUBLIC ACCESS:

- In which Tacoma neighborhoods will you present your programming?
- Tell us about how you work in different neighborhoods, and how you support and/or increase access to your programs. Think about the following questions as you write your answer. (250 word limit)
 - How do you involve people in the communities where you provide programs?
 - If you are offering programming at locations other than your main location, how or why have you selected these locations?
 - How do you support access to your public programs? Are there any specific barriers to access that you are planning to focus on?



Please refer to the definitions and examples of Access listed in the **Equity and Access Overview** section in the [Impact Funding Guidelines](#).

DIVERSITY, EQUITY, AND INCLUSION IN YOUR ORGANIZATION:

- How does your organization take part in diversity, equity, inclusion, and/or social justice efforts? Think about the following questions as you write your answer. (350 word limit)
 - How does your organization take part in diversity, equity, inclusion, and/or social justice efforts? We expect that this work looks different for different organizations, depending on the type of work you do, and the social identities of your organization's leaders, staff, and audience/participants.
 - If your work is rooted in and for historically underrepresented communities, tell us about how your work contributes to Tacoma Creates' vision for equitable and inclusive programming. How can Tacoma Creates funding support help you continue or evolve your work in this area?
 - If your work is not rooted in and for historically underrepresented communities, tell us about how you have addressed or will address diversity, equity, inclusion, and social justice efforts internally within your organization.
 - Tell us about any policies or practices that have helped your organization contribute to Tacoma Creates' vision for equitable and inclusive programming? How can Tacoma Creates funding support help you continue or evolve your work in this area?
 - If this is not work your organization has done yet, how will Tacoma Creates funding support help you develop organizational practices that support equitable and inclusive programming?

FIELD TRIP PROGRAMMING (Optional):

- Is your organization interested in hosting field trip activities at your facility, or providing educational programming for Tacoma Public Schools students in grades K-5?

PROGRAMMING AT TACOMA PUBLIC LIBRARY BRANCHES (Optional):

- Is your organization interested in presenting public programming at Tacoma Public Library branches?
- What programs/events/presentations would you like to offer at TPL branches?
 - Program title
 - Brief program description

- For which age groups is this program best suited?
- What would be your organization's cost for presenting one of these 1-3 hour programs, considering all preparation and presentation expenses?
- Has your organization presented the same or similar one-time programs at other public locations in the past? If so, tell us which programs, when, and where.

BUDGET:

- Upload completed [Impact Budget Form](#)
- To see a sample budget, click [here](#)



Your Impact Funding request may be a maximum of 50 percent of the total cost of the proposed program(s); there must be at least a 1:1 match of other resources to support the project. The resource match may include donated goods and services (“in-kind support,” including volunteer time, donated materials, donated space, etc.), as well as earned or contributed cash income. Lower funding request amounts may rely more on donated goods and services; higher funding request amounts should generally have more cash resources in their match.

Please refer to the **Proposal Budget section** in the [Impact Funding Guidelines](#) for more detailed information.

REPORTING AND PAYMENT OPTIONS:

- Which of these two payment options does your organization want to select?
 - OPTION 1: Receive one payment at the start of the project and one payment after main event has been completed. Only one final report will be required. Tacoma Creates will provide the report form to collect programming data and outcomes, as well as expenses in different areas. This option is for organizations proposing a one-time program or short series.
 - OPTION 2: Receive five quarterly payments. Five quarterly reports and one final report will be required. Tacoma Creates will provide the report forms to collect programming data and outcomes, as well as expenses in different areas. This option is for organizations proposing ongoing programming, which includes ELO work.



Please refer to the **Reporting and Payment Options section** in the [Impact Funding Guidelines](#) to understand the full scope of these payment options.

ADDITIONAL SUPPORT MATERIALS

- List of organization’s primary leadership
- Brief bios or resumes of programming leads
- [Organizational Diversity Chart](#)
- Letters of commitment (Optional)
- Work samples (Optional)



2020 IMPACT FUNDING APPLICATION CHECKLIST & TIPS

Make sure you have the following documents ready to upload into your Impact Funding Application!



- Answers to the Application Questions
- [Fiscal Sponsorship Agreement](#) (if you are fiscally sponsored)
- [Proof of Tacoma Programming History Form](#) (if needed because of eligibility)
- [Impact Funding Budget Form](#)
- [Organizational Diversity Chart](#)
- Programming Leads bios / resumes
 - You will need to upload brief bios or resumes of 1-3 primary people who will develop or deliver your programs.
- Letters of Commitment from core partners (Optional)
- Work Samples (Optional)

QUESTIONS?

For questions about your specific proposal, eligibility, or evaluation criteria, please contact:

- Lisa Jaret, Tacoma Creates Program Manager: ljaret@cityoftacoma.org or 253-591-5161
- Naomi Strom Avila, Funding and Cultural Programs Manager: nstrom-avila@cityoftacoma.org or 253-591-5191

For general questions about the application guidelines or the online application, please contact:

- Clarissa Gines, Tacoma Creates Coordinator: cgines@cityoftacoma.org or 253-591-5174

QUICK TIPS FOR A STRONG APPLICATION:

- Read over the [Impact Funding Guidelines](#), to get a clear understanding of the application
- Read the Review Criteria (located in the Impact Funding Guidelines), so you know how your application will be evaluated
- Give yourself time to complete the application, with extra time for review before submitting (Remember that the deadline for Impact Funding is **March 18th, 11:59 pm!**)
- Make sure answers are cohesive, and tell a story of who your organization is
- Have someone outside your organization review your proposal to see if it makes sense
- Ask questions! (The earlier, the better). Tacoma Creates staff are here to help you!