

December 12, 2023

# Grants 101

**ARTS**memphis®

Working behind the scenes to grow  
the foundation of Memphis' arts

**Mission:** ARTSmemphis supports the arts to strengthen our community.

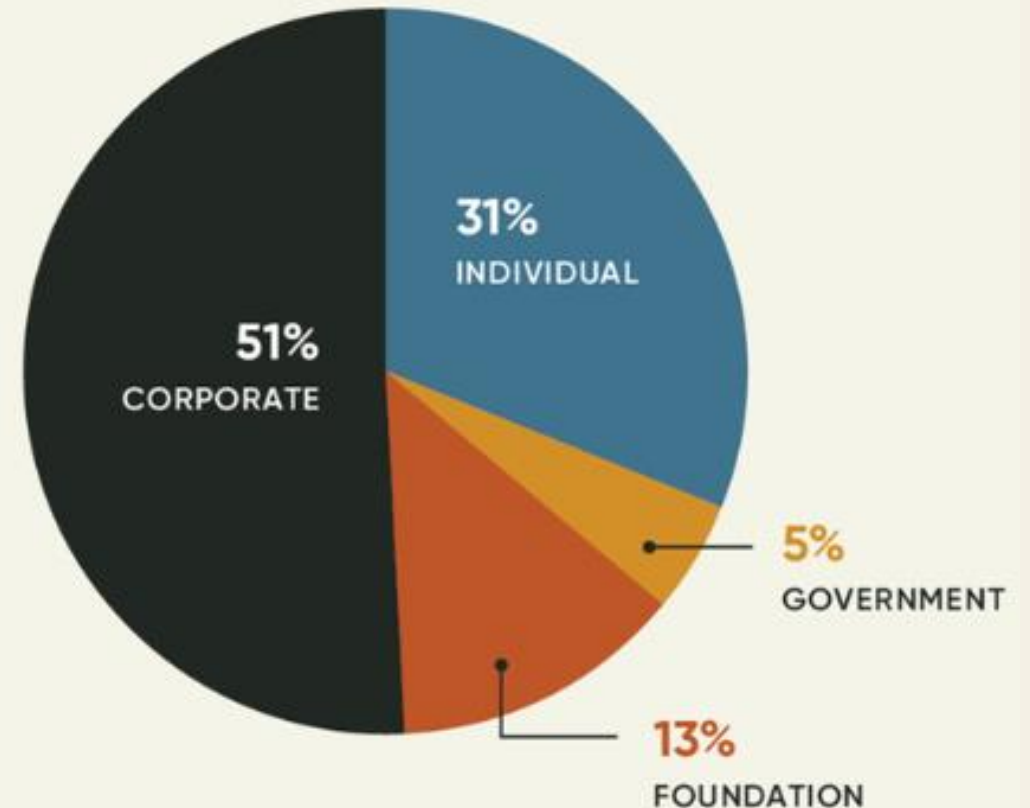
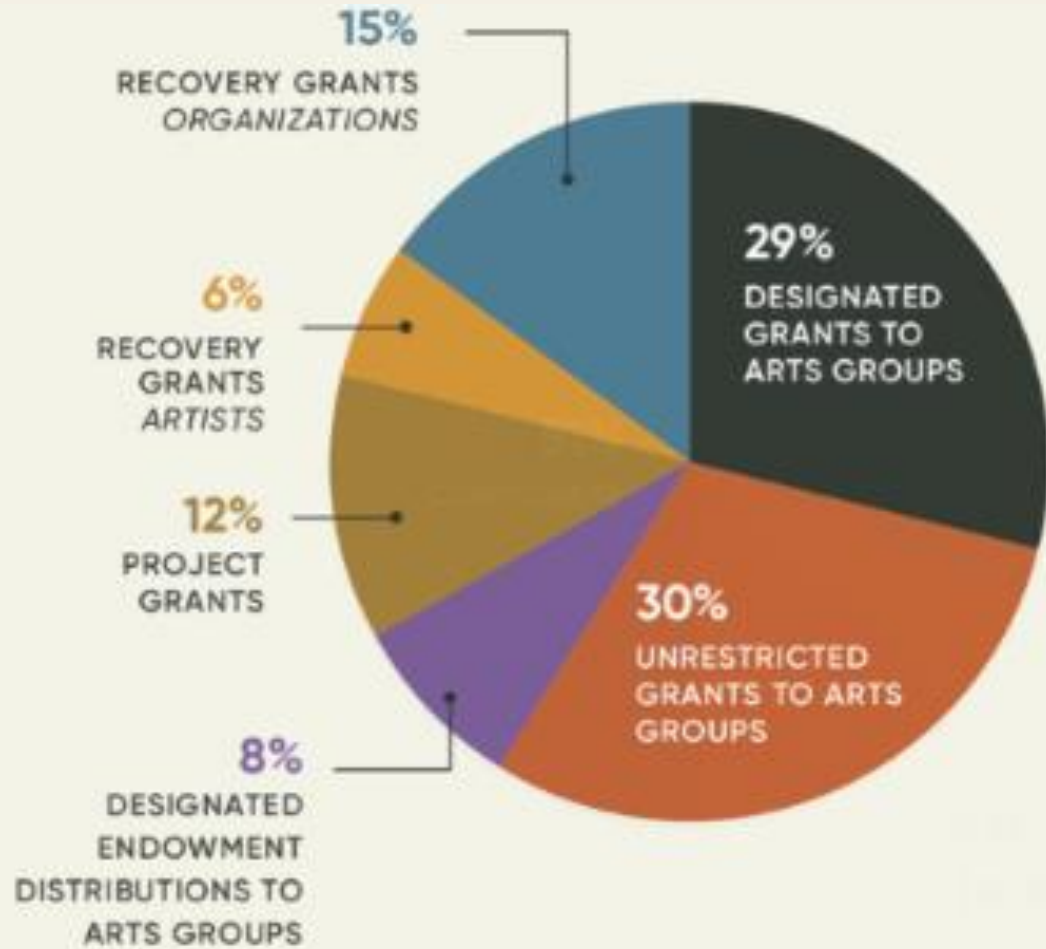
**Vision:** ARTSmemphis envisions an accessible, impactful and sustainable arts community with abundant and inclusive engagement.

**Values:** Inclusivity  
Innovation  
Integrity

# ARTSmemphis Update



## FY23 Grant Types & Revenue Sources



# UEI: Unique Entity Identifier



- Optional for ARTSmemphis applications but required to receive federal funds
- Replaced DUNS number
  - If you are already registered in SAM.gov, UEI has been assigned; [log in to access](#)
- New entities
  - First [register as a new entity](#) through SAM.gov



- Hosted by the [Community Foundation of Greater Memphis \(CFGM\)](#)
  - Database of nearly 500 nonprofits in the tri-state region
- Optional for Operating Support to streamline grant application **if** in good standing ( ✓ )
  - Financials – 990 & Audit
  - Board & staff



# Financial Reporting



- Review each line item carefully
- Note fiscal years listed in headings
  - Actual revenue/expenses for most recently completed fiscal year – Fiscal Year 2023.
  - Budgeted revenue/expenses for current fiscal year – Fiscal Year 2024 (FY24).
  - FY24 Year to Date (YTD) Actuals – required only if your FY ends Jan-July.

EXPENSES	FY23 Expense Actuals	FY24 Expense Budget
Permanent Staff - Administrative	\$*	\$*
Permanent Staff - Artistic	\$*	\$*
Permanent Staff - Technical/Production	\$*	\$*
Contracted Fees and Services - Administrative	\$*	\$*
Contracted Fees and Services - Artistic	\$*	\$*
Contracted Fees and Services - Technical/Production	\$*	\$*
Contracted Fees and Services - Other*	\$*	\$*
Accessibility	\$*	\$*
Space Rental	\$*	\$*
Travel	\$*	\$*
Marketing	\$*	\$*

# Donor List

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- A snapshot of the diversity of your organization's funding sources
  - Are there barriers preventing you from growing your donor base?
  - A puzzle piece in the overall funding ecosystem of the local arts sector
  - We ask to list ARTSmemphis donation to see where we do or do not fall on top 10 list.



# Demographics: Artist & Participants



- ARTSmemphis request: race/ethnicity, youth, senior, disability, zip codes, and rural settings
- Tips for collecting demographic information
  - Make it quick, simple, and consistent
  - What do you need versus your funders?
    - Try to consolidate to avoid overburden
  - Understand your capacity as it relates to your opportunities to collect the data
- Artists = Adult artists, paid or unpaid
  - Youth creating art should be counted as participants in programming





# Impact Stories



**Tell us THE story your organization is currently most proud**

- Tell new stories and (optional) build upon old ones
  - What story exemplifies the “soul” of your organization?
  - What sets you apart from other organizations?
  - If this was the ONLY part of the application, what would you share?
  
- Build upon old stories (optional)
  - Provide updates on your impact story from the previous year
  
- Points to mention, if applicable
  - Collaborations/partnerships
  - Any metrics
  - Any short- or long-term goals

# Impact Stories: Examples



[Video Examples: Collage Dance Collective impact video](#)

**Written Narrative Example:** Last year, the Orpheum created a community-based verbatim play with seven elders from the Orange Mound neighborhood in Memphis.

I met Desi when he came to unlock the building for the info session. I invited him to stay and, with a gentle nudge, he joined our ensemble. Desi was a natural storyteller with a loud commanding voice and a hearty laugh. Having spent most of his life selling drugs and bouncing in and out of jail, Desi talked about how strange it felt to perform our theatre games and talk so openly about his life with the group. One day, during our story circle exercise, Desi told the story of how he learned to survive after his older brother was killed in Vietnam and his parents were overwhelmed by grief. Suddenly, the tough, street-savvy man was transformed into a little boy in an impossible situation.

As I listened intently, tears in my eyes, I was overcome with the privilege of being able to hold space and shepherd the stories in my community to the stage. After performing onstage he reflected, “I spent a lot of time not revealing myself to people. There’s people that have known me my entire life who have never seen me express myself like this.”

# Why All The Data?

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- ARTSmemphis is an advocate for the arts sector
  - Data tells a story of the direct impact and therefore, importance of arts in Memphis
- Why is this important?
  - Donors
  - Tennessee Arts Commission
  - General community awareness
  - Data sharing amongst other funders



**\$38million**  
Tax revenue generated\*

**3,775jobs**  
Supported\*

**\$192.9million**  
Economic activity generated\*

**\$72.2million**  
Event-related spending\*

\*in Shelby County, 2022

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ARTS &  
ECONOMIC PROSPERITY 6

# Grantee Expectations: Donor Recognition

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- Brand assets located on [website](#)
- Same recognition as other donors for same dollar amount
- Special ad artwork available upon request

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# Grantee Expectations: Social Media Campaigns

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ARTSweek  
ARTSmemphis®

**Did you know?**

- A national study reported \$38 million in tax revenue and \$72.2 million in event-related spending in 2022 across the arts sector in Shelby County.\*
- The Memphis Symphony Orchestra hosted over 4,000 from across Shelby County at the Cannon Center for Young People's Concerts. In partnership with the school system, these concerts reinforce and enhance the teaching curriculum.

*Art makes an impact*

\*Arts & Economic Prosperity 6 (AEP6)



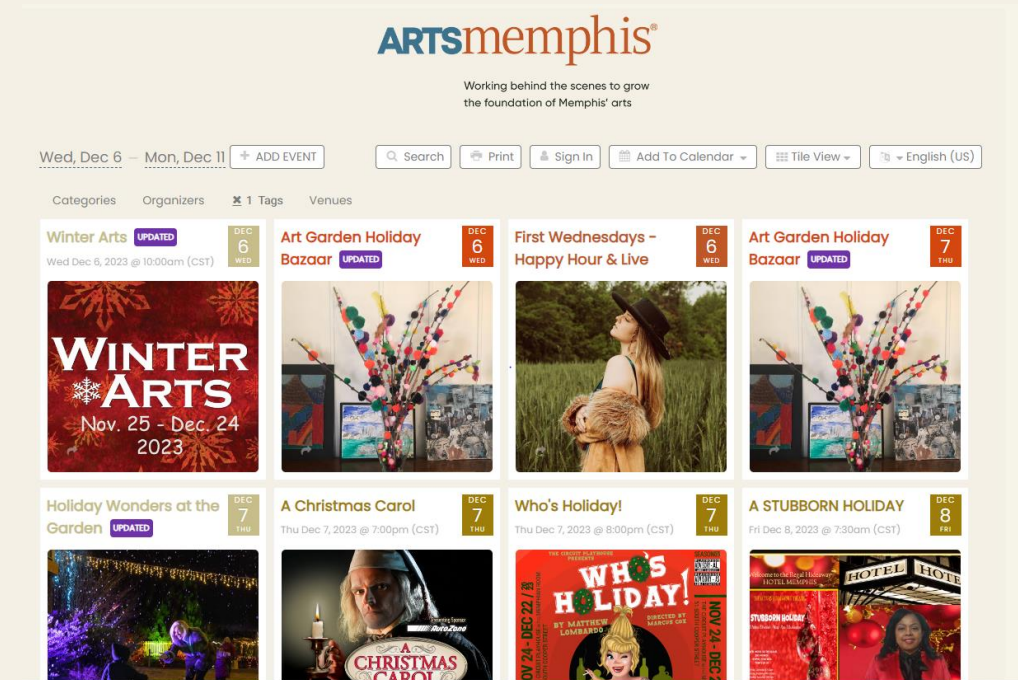
**4 OUT OF 5  
SOLD OUT SHOWS  
THIS SEASON**

ARTSweek  
ARTSmemphis®

# Grantee Expectations: Calendar



- Submit all public events
- Submitters and events are approved by ARTSmemphis staff
- Use multiple tags, organizers etc. when applicable
- Recurring events
  - If different times offered for the same event (ex. Matinee and evening shows) create a submission for each time
  - Use the custom repeat feature to select applicable dates
- [ARTSmemphis Calendar Submission Tutorial](#)



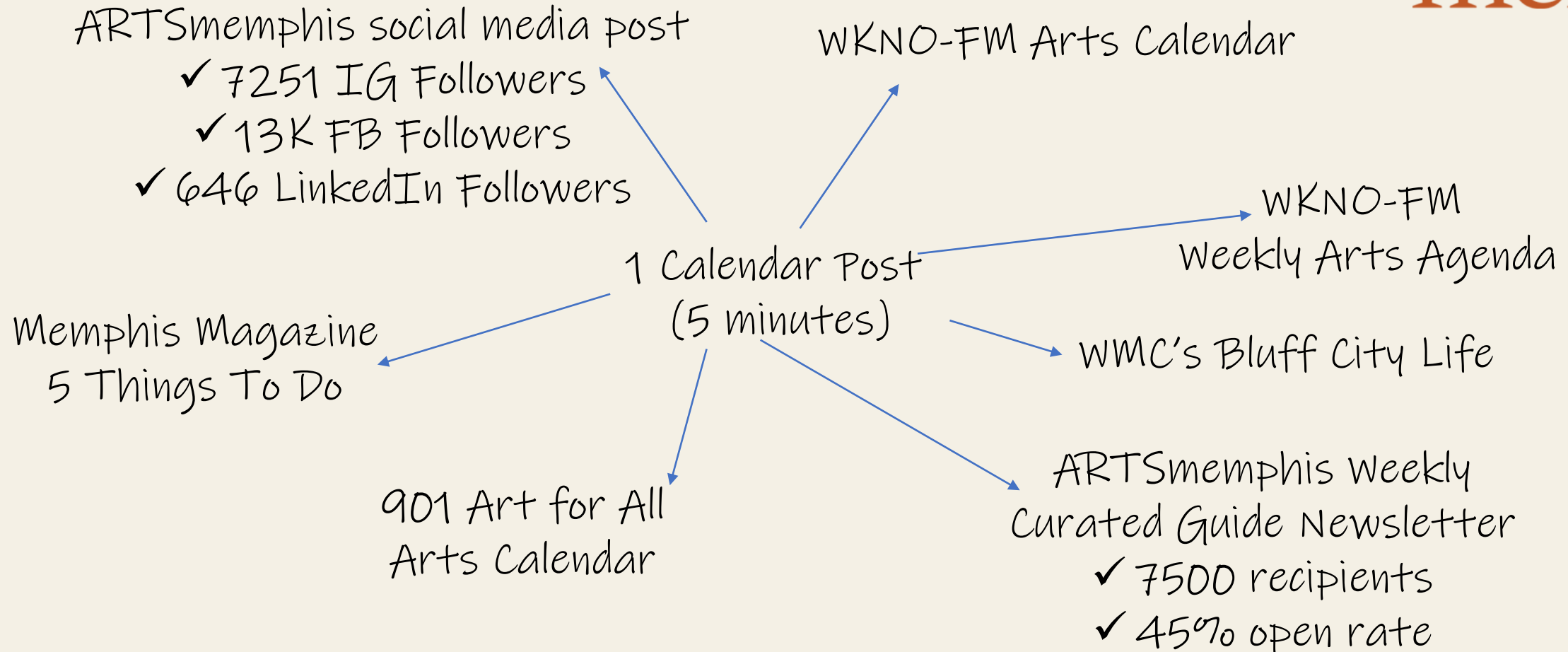


# Grantee Expectations: Calendar

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# Grantee Expectations: Calendar





- [Tennessee Nonprofit Network](#)
  - Workshop/classes for nonprofit administrative support, nonprofit sector & advocacy news, research, consultant list and more!
  
- [Of/By/For/All - Audience Demographic Toolkit](#)
  
- [New Memphis - pro bono consulting](#)
  
- [TechSoup- software for free or reduced cost](#)
  - accounting, analytics etc.

# FY25 Operating Support Grant: The Basics



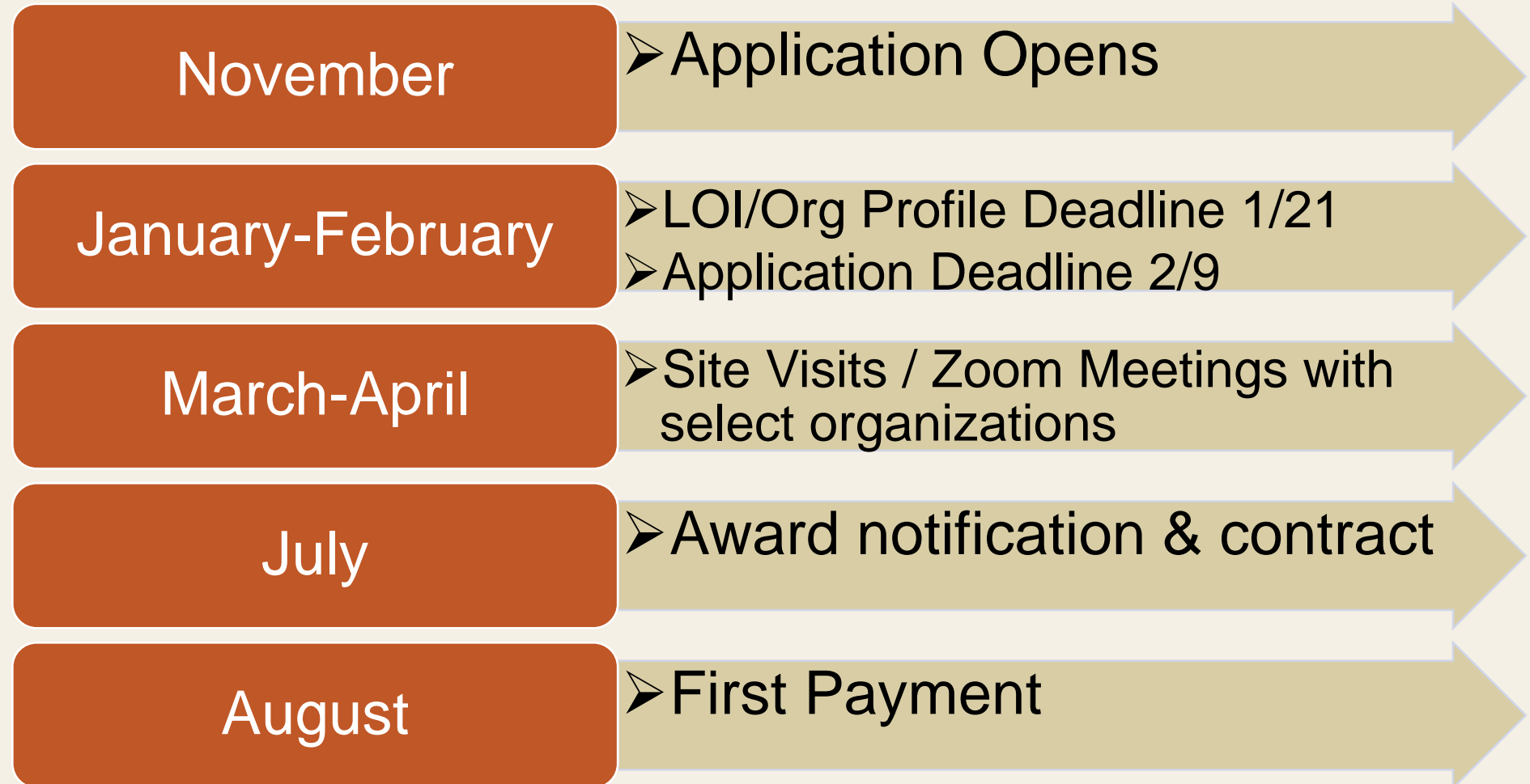
## Helpful Tips

- Read the guidelines.
- Review the online application early.
- Contact ARTSmemphis with questions.
- Be clear and concise in your application.
- Draft responses, then cut and paste.

# FY25 Operating Support Grant: The Basics



## Timeline



# FY25 Operating Support Grant



## Need Help?

Office Hours: registration required, click links below

[Tuesdays, 9:00-10:30 am, Jan. 9, 23, Feb. 6](#)

[Wednesdays, 12:00-1:00 pm, Jan. 3, 17, 31](#)

[January 8-12, 12:00-1:00](#)

[February 5-9, 12:00-1:30](#)

If none of these times work for your schedule, please contact [Nur Abdalla](#) to schedule an appointment.

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Nur Abdalla, [nabdalla@artsmemphis.org](mailto:nabdalla@artsmemphis.org)

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