

# JEROME FOUNDATION

## 2017 ORGANIZATION GUIDELINES:

### SUPPORT FOR PROGRAMS, SERVICES AND ACTIVITIES FOR ARTISTS THROUGH ORGANIZATIONS

#### ABOUT THE JEROME FOUNDATION

The Jerome Foundation promotes a dynamic culture through support for artists, collectives and/or ensembles across all disciplines in the early stages of their vocational artistic lives to create new work and for nonprofit arts organizations that offer programs, services and activities for such artists, collectives and/or ensembles. We support artists and nonprofit arts organizations based in the state of Minnesota and the five boroughs of New York City.

The Foundation's core values, which we strive to model in our practice as grantmakers and to support in our grantees are:

**Diversity:** We consciously embrace diversity in the broadest sense. We support a diverse range of artists and organizations, including but not limited to those of diverse cultures, races, sexual identities, genders, generations, aesthetics, points of view, physical abilities, and missions. We support a diverse range of artistic disciplines and forms, created in a variety of contexts and for different audiences.

**Innovation/Risk:** We support artists and organizations that push the boundaries of their respective disciplines, and applaud unconventional approaches to solving problems.

**Humility:** We work for artists (rather than the reverse) and believe that artists and organizations are the best authorities to define their needs and challenges—an essential humility reflective of Jerome Hill, our founder. The artists we support embrace their roles as part of a larger community of artists and citizens, and consciously work with a sense of purpose, whether aesthetic, social or both.

#### OVERVIEW OF GRANT PROGRAM

In alternating years, beginning in 2017-18, the Jerome Foundation will offer two-year grants for ongoing programs, services and activities in any discipline(s) benefitting artists that meet Jerome's eligibility requirements as defined below.

Organizations that have not previously received Jerome funding are eligible to apply as long as they meet the organization eligibility requirements defined below.

In 2017, applications for two-year grants will be submitted in two stages. A preliminary application is required no later than September 14, 2017. Following review, a smaller group will be invited to submit a more extensive and detailed full application for full consideration.

All requests should be for a two-year period, unless specifically otherwise advised by the Foundation.

### Application Timeline

Online Step 1 application cycle opens	June 15, 2017
Step 1/preliminary application deadline	September 14, 2017
Step 2 applications invited	No later than October 16, 2017
Deadline for Step 2 applications	November 30, 2017
Notification of grant awards	Between March 15-April 9, 2018
Next Step 1/preliminary application opens	Spring/summer 2019

### Grant Amounts

The average level of funding is \$25,000/year with a general range of a minimum of \$15,000-\$20,000/year to a maximum of \$75,000-100,000/year. Grants for single programs will rarely exceed \$40,000/year, while grants for multiple programs will rarely exceed \$75,000/year. Only in the most exceptional cases if at all will grants be smaller or larger than these minimums or maximums. Matching funds from additional sources are not required, but are certainly encouraged.

Up to 15% of the grant funds may be applied to indirect administrative costs for supported programs. Additionally, up to 10% can be requested to support long term capacity development connected to serving early career artists. This may include but is not limited to research, equipment purchase, amplification of existing cash reserves or endowments, change capital funds, and/or debt reduction. Such funds cannot be used to develop capacities for non-Jerome artists or for non-arts programs and activities.

### TYPES OF PROGRAMS ELIGIBLE FOR SUPPORT

Please read the below program and organizational eligibility requirements closely. If you do not fit the criteria, your application will not be considered for funding. If you have any questions or doubts regarding your eligibility, please contact Foundation staff (see page 8) and we will assist you. The last thing we want is for you to spend time on your application, and immediately be disqualified due to issues of eligibility.

Organizations may submit one application in either of the following categories:

- **Creative Research and Development:** These grants offer support for residency programs, mentorship programs, and/or services that benefit multiple artists, ensembles or collectives as described below. Organizations may apply for a single program/service/activity, or for multiple programs/services/activities within the same application. Such services may include but are not limited to research, convenings and technical development programs, or a combination. Organizations that apply in this category do not offer full public presentations of completed new work in any program/service/activity for which they are requesting Jerome support.
- **Creation and Production of New Work:** These grants support programs (including re-grant programs, fellowships, and commissioning programs) that culminate in premiere exhibitions, publications or productions by the grantee organization and that represent significant opportunities for multiple artists, collectives or ensembles to advance their work and their visibility. Organizations may apply for a single program/service/activity, or for multiple programs/services/activities within the same application. Organizations that apply in this

category must offer full public premiere presentations of completed new work in at least one program/service/activity (although not necessarily all) for which Jerome support is requested. Development work and productions of new work that has already premiered elsewhere will not be supported unless the applicant organization has been part of the originating commissioning and development team. Mentorship, residency or workshop programs that do not include fully realized and produced/ exhibited/published public presentation of new work should apply in the Creative Research and Development program.

The Foundation does **not** support:

- Arts education programs
- Amateur artists, student groups, hobbyists
- Endowments and/or cash reserves for organizations as the primary grant purpose
- Buildings, endowments, or capital for arts organizations
- Training and conservatory programs
- New original work that does not push the form or social boundaries/audiences forward
- Documentation of work as the primary grant purpose
- Marketing and audience development grants for specific organizations
- Fundraising and anniversary campaigns or projects
- Programs or opportunities that charge an application fee for artists
- Projects/festivals that revisit, remount, reprint, adapt or reinterpret previously created work
- Programs or projects that offer presentations, exhibitions, performances, or screenings-only opportunities
- In general, the Foundation does not fund the development and production of an artist, collaborative or ensemble's new project through more than one organization. Co-commissioners and co-developers of a particular project should contact the Foundation directly to discuss options.

## **ARTIST, COLLECTIVE OR ENSEMBLE ELIGIBILITY REQUIREMENTS**

The Foundation supports organizations with ongoing programs, services or activities for **artists, collectives or ensembles** who meet all the following descriptors:

- Artists, collectives or ensembles **who see the arts as an ongoing vocation**, rather than as a hobby, pastime or occasional pursuit; and who have already completed their training, if they have decided to pursue formal training at all;
- Artists, collectives or ensembles **who at the time of application have generated, completed and publicly presented/exhibited/published work** in the discipline in which support is requested;
- Artists (e.g. writers, choreographers, visual artists, film/video/digital production directors, new media artists, theater directors who generate new works, performance artists, playwrights, spoken-word artists, composers and sound artists), collectives or ensembles **whose primary goal is to generate new works**, as opposed to remounting or re-interpreting existing works;
- Artists, collectives or ensembles **who expand the genre, form or social boundaries/audience for the discipline in which they work**;

- Artists who are in the **early stages** of their creative development;
- Artists, collectives or ensembles **who have a focused direction and goals**, even while still developing their artistic “voice”;
- Artists, collectives or ensembles **who have yet to be substantially celebrated** within their field, the media, funding circles or the public at large;
- Artists, collective or ensembles **who are legal residents of the state of Minnesota or one of the five boroughs of New York City** and have been residents for a least a year prior to the submission of an application.

The Jerome Foundation does **not** support “one-off” projects, (e.g. support to produce one play or film; present one composer, choreographer or spoken-word artist; publish one artist’s book or exhibit one artist’s work at a museum or in a public setting, etc.).

It also does **not** support programs, projects or services that serve entirely or primarily:

- Students who are or will be at the time of application and during the grant period enrolled in degree-granting programs (including K-12, college, graduate or post graduate studies);
- Artists who are engaged in the arts as a hobby or avocational pastime;
- Artists who interpret, perform, edit, or design the work of others (e.g. singers, dancers, actors, musicians, editors, journalists, designers in sets/lights/costumes/sound, editors, arrangers) but who do not also have a significant history of generating new work in accordance with guidelines;
- Managers, administrators, builders or technicians who do not also have a significant history of generating new work in accordance with guidelines;
- Artists, collectives or ensembles who do not seek to expand the aesthetic or social boundaries/audience of the form or genre in which they work;
- Artists, collectives or ensembles who have yet to clearly define their artistic ambitions and are still in an exploratory period still searching for a focus.
- Artists who do not currently live in either the state of Minnesota or New York City, and who did not consider one or both their legal residence for the year leading up to the application.
- Given the emphasis on funding artists at a relatively early and still formative stage in hopes of providing them “footing” within their respective fields, the Jerome Foundation additionally does **not** support:
  - Artists, collectives or ensembles who already have a fully developed/mature artistic “voice” in any discipline versus achievement within a single discipline.
  - Artists, collective or ensembles who have already been substantially celebrated within their field, the media, funding circles or the public at large in any discipline, including but not limited to the discipline for which support is requested.

## **ORGANIZATIONAL ELIGIBILITY REQUIREMENTS**

All applicant organizations **must**:

- Be 501(c)3 organizations or apply through a fiscal sponsor with a 501(c)3;
- Be located in the state of Minnesota or one of the five boroughs of New York City;

- Offer ongoing programs, services and activities for vocational, generative artists, collectives or ensembles in the early stages of their creative development (as opposed to avocational, academic, amateur or educational interpretive or technical artists) to develop, create, and produce/exhibit/publish new works as described in greater detail above;
- Offer additional programs, services and activities for Jerome-eligible artists, collectives or ensembles beyond the program(s) for which Jerome support is requested;
- Compensate staff and artists above and beyond any reimbursement costs for participation;
- Offer an open application process for participation in Jerome-funded programs or use curators, nominators or staff with active, regular and broad engagement with Jerome-eligible artists as described above.

Highest priority will be given to organizations which have a demonstrated history of serving such artists, collectives or ensembles for at least three prior years to the time of application and whose values are consistent with one or more of Jerome's core values.

Start-ups or organizations with less than three years will be considered only if they are able to demonstrate that the programs/services/activities fill a unique need(s) that otherwise are unaddressed by already existing programs, services and activities. Start-ups and organizations in their first three years that merely expand the number of opportunities or whose primary claim is in enhancing the quality of existing opportunities will not be considered.

## **PROCESS AND REVIEW CRITERIA**

Applications will be reviewed by panels of experts, with each discipline evaluated by a separate panel. Panelists are charged with prioritizing the applicants for funding.

Panelists pay attention to all elements of the application. They do not consider materials beyond those submitted by the applicant, although they may visit websites to gauge how meaningfully and publicly Jerome-priority artists are served.

Incomplete applications will not be considered and will be rejected.

In their consideration, panelists consider four and only four criteria:

- The **merit of the programs/services/activities**, as indicated by the narrative, work sample(s), quality of alumni, demonstration of ongoing support for vocational artists in the early stages of their creative development, and level of distinctiveness and responsiveness to artists within its field;
- The **quality of planning and feasibility of the programs/services/activities**, as indicated by the budget, the organization's overall financial health, quality of program leadership and specificity of program detail;
- The **potential impact of the programs/services/activities** in contributing to artistic development and career of eligible artists as indicated by the organization's program history for eligible artists.
- The **organization's commitment to at least one of Jerome's core values**.

In reaching the final roster of grantees and alternates, panels are charged to think, not only of the ability of every grantee to meet each criterion strongly, but of recommending a cohort of grantees that collectively capture the diversity (including aesthetic, cultural, racial, gender, geographic, relative scale and genre, among other factors) of the larger arts field. Panel recommendations are reviewed by the Jerome Foundation Board of Directors, which has the sole authority to approve the panel recommendations and award grants. Please do not contact the Foundation to inquire about the status of an application unless you have not heard by the published notification deadline, as indicated on page 1.

### **Additional Program Requirements**

- Grants as a general rule will be given for a two-year period. On specific occasions, however, the Foundation may choose to make the second-year support contingent on review of a progress report and proof that the applicant has met pre-agreed upon benchmarks.
- Grantees may not substitute a different program/service/activity for the one/s supported in the original grant. Doing so may result in the Foundation recalling the grant. Any major changes to the nature or scope of the project must be approved in advance by the Foundation.
- Grant recipients are required to submit annual progress reports at the end of the first year. Upon completion of the grant, a final financial and narrative report and online link to the project must be submitted to the Foundation. Grantees who are delinquent in their reporting requirements will not be allowed to receive additional support until the requirements have been met.

## **HOW TO APPLY**

### **Application Process**

Organizations may submit only one preliminary application per year. A preliminary application may be submitted for a single program/service/activity, or for a combination of several programs, services and activities. Organizations with programs, services or activities that serve a broad range of artists, including but not limited to Jerome-priority artists, may request a proportionate amount of support for those programs/services/activities, based on the percentage of the program's service to Jerome's artist constituency.

The preliminary application will ask you to provide:

- Organization mission, values and history of programs for Jerome-eligible artists
- Program description and rationale
- Preliminary program budget
- Organization financial statements: three years of financial information (past two completed years and current year Board of Directors-approved budget)
- IRS Tax-Exempt Letter of Determination

Organizations invited to submit full proposals will be asked to give fuller information on each of the above, as well as additional topics including but not necessarily limited to:

- Program schedule of activities
- Explanation of how the proposed program supports your organizational mission

- Full program budget and contingency plan in the event Jerome is unable to provide the full amount of the request
- Current audit or tax return and CDP/DataArts Report
- Financial narrative describing current year financial health and strategies for dealing with ongoing challenges
- Description of artist selection process and submission/application guidelines
- Information on artists to be supported or representative alumni of program if selection process has not occurred at time of application
- Work samples of artists selected or representative alumni
- Authorization letter
- Board of Directors list

### **Accessing the Online Application**

On or after June 15, 2017, go to the Jerome Foundation website at [www.jeromefdn.org/apply](http://www.jeromefdn.org/apply). There you will find the link to the application for **Organization Support for Programs, Services, and Activities for Artists**.

Along with the launch of the Foundation's new programs, we will be moving to a new online application system, using the Submittable platform. You will be prompted to login or create a new user with Submittable (the host of the online application). You will be able to save and return to your work later. You may only apply using the online system.

Submittable meets the Level AA standard according to the Web Content Accessibility Guidelines (WCAG) 2.0. You can learn more about the accessibility of the application form at [www.submittable.com/accessibility](http://www.submittable.com/accessibility).

**Note:** Previous grantees will continue to submit reports for any prior grants through the system they are currently using.

### **Additional Information and Resources**

Informational webinars are offered by Jerome Foundation staff to answer questions and assist applicants in the preparation of their online applications. Attendance at webinars is encouraged for applicants who wish to receive detailed information about the program or ask specific questions about their programs. Informational webinars will be held in June, July and September. Please check the Announcement section on the Jerome website for more specific dates and locations.

### **Contact Information**

The Foundation encourages applicants to contact Foundation staff to ask questions and to discuss potential applications. Contact President Ben Cameron ([bcameron@jeromefdn.org](mailto:bcameron@jeromefdn.org)), Program Director Eleanor Savage ([esavage@jeromefdn.org](mailto:esavage@jeromefdn.org)) or Program Officer Venessa Fuentes ([vfuentes@jeromefdn.org](mailto:vfuentes@jeromefdn.org)) with questions regarding the intent of the program and for clarification of program goals/procedures. Contact Grants Administrator Andrea Brown ([abrown@jeromefdn.org](mailto:abrown@jeromefdn.org)) with any questions about the online system or technical issues. Staff may also be contacted by telephone (651-224-9431) between 9:00 am and 4:30 pm Central Time, Mondays through Fridays (excepting holidays).

## FREQUENTLY ASKED QUESTIONS

**These guidelines represent several significant changes to former Jerome procedures. Why did you make these changes?** The Foundation surveyed more than 600 artists and organizations in 2016 to gauge the most urgent needs and priorities of the arts field. Four specific themes emerged: the need for multi-year funding, the value of deadlines in planning, the need for flexible support and the need to address long-term capacity development. The new guidelines try to address each of these themes.

**My organization has been a Jerome grantee in the past. Must I apply for support for the same program for which we received funding? Can I apply for support for that same program?**

Organizations who received prior funding are certainly welcome, but not required, to apply for activities which Jerome previously supported as long as the programs meet the new eligibility requirements. Our funding history in some cases had continued for more than a decade. The question we want to address in the next iteration of funding is how to support the programs that best address the needs of artists both now and for the future. Organizations with prior funding should ask whether the past activities represent the optimal activities for the future and craft their applications accordingly.

**If I received prior funding, should I request the same amount as my last grant?** Prior funding amounts will not be considered in determining new grants. Applicants should request what they realistically need, while remembering that funding is limited, that the average level of funding is \$25,000/year with a general range of a minimum of \$15,000-\$20,000/year to a maximum of \$75,000-100,000/year, and that excessive requests may be rationale for rejecting applications. Former grantees may find that they receive significant increases, remain constant with prior funding, experience significant decreases or are not funded at all. Former grantees will recall that, as a way of preparing them for this possible withdrawal of Jerome support, the Foundation made two-year exit grants for the program.

**We did receive one of those two-year grants but only one year of the upcoming period will be supported by it. Must I wait until 2019 to apply again?** Organizations who already have received a two-year grant that covers Jerome funding for 2017-18 but not the following year should request one year of funding (2018-19). This may be to continue the previous program or to embark on a new program.

Organizations that have received two-year grants that cover both years (2017-18 and 2018-19) should not apply in this round.

**Are there purposes for which I cannot use the “building” optional funds?** The “building” funds are intended to help develop your long-term ability to serve artists that meet Jerome Foundation’s eligibility. They cannot be used to develop capacity to serve artists who do not meet Jerome’s priorities or for non-arts programs and activities.

**I live in ... New Jersey, Wisconsin, Ohio, Mississippi, Florida, etc. Am I eligible to apply to the Jerome Foundation?** With the exception of a small program open to national arts and philanthropic services organizations (which has separate guidelines), Jerome Foundation supports only artists

and not-for-profit arts organizations located in Minnesota and the five boroughs of New York City. The address of the applicant must be a permanent legal address. Some organizations have multiple office sites. For the Jerome Foundation's purposes, the primary business office of the organization must be located in New York City or Minnesota. The artists who benefit from Jerome Foundation funded program must be residents of New York City or Minnesota.

**I don't have internet access. Do you have any other options besides an online application?**

Contact the Foundation staff at least one month prior to an application deadline to discuss your circumstances.

**May an individual or group of artists apply for support?** Not in this program. This program is open any to nonprofit organizations or organizations with a fiscal sponsor that offer programs for artists. The Foundation has a program for individual artists, collaboratives or ensembles for fellowships and project support that will have separate guidelines and that will accept applications in 2018.

**If I do receive a grant, how quickly can I get the money?** Each grant requires completion of grants contract signed by both the recipient and the Foundation. Payments are made through direct deposit. Typically, the time necessary to process the contract and establish a direct deposit account takes a minimum of three weeks. In most cases, payment dates are the 2<sup>nd</sup> Wednesday of the month.

**If my organization receives a grant, how often must I report on the progress of the project?**

Grantees are required to submit interim and/or final reports, established by the Foundation in the letter of agreement/grants contracts. The reports are typically annual reports.