



Hello and welcome to the Jerome Foundation's Organizational Grants webinar. Thanks for joining us today.

Meet the Jerome Staff



BEN
Cameron »

President
651.925.5617
bcameron@jeromefdn.org



ELEANOR
Savage »

Program Director
651.925.5613
esavage@jeromefdn.org



LANN
Briel »

Program Officer
651.925.5614
lbriel@jeromefdn.org



ANDREA
Brown »

Grants Administrator
651.925.5615
abrown@jeromefdn.org



LORI
Lawonn »

Controller
651.925.5611
finance@jeromefdn.org



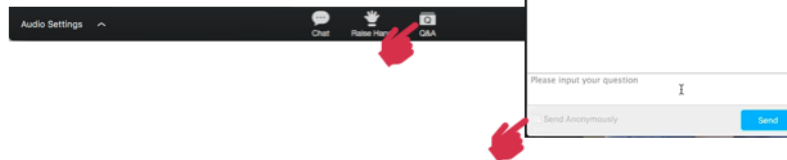
KATHY
Zou »

Accountant
651.925.5611
finance@jeromefdn.org

I'm Eleanor Savage, Program Director here with Program Officer Lann Briel and Grants Admin Andrea Brown. The rest of our small but mighty staff includes our President Ben Cameron and our finance team, Lori Lawonn and Kathy Zou.

Agenda

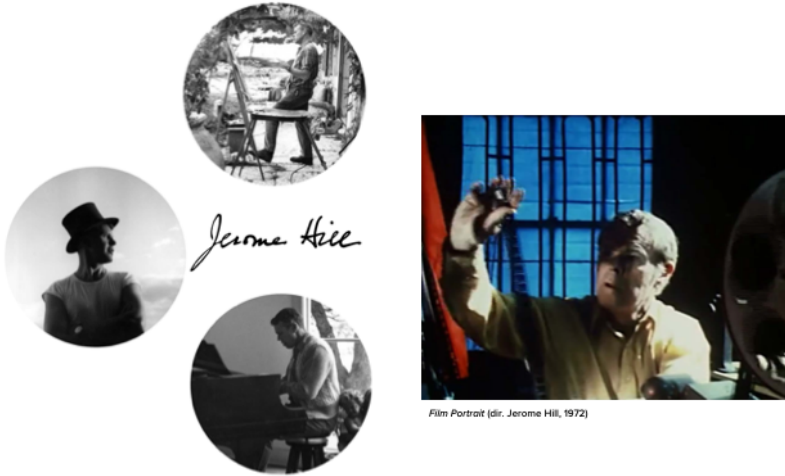
- » About Jerome Hill
- » Jerome Foundation Overview & Values
- » Program Eligibility
- » Process & Criteria
- » Q&A
 - » Your audio is muted
 - » Click **Q&A** to type in your questions



We've got about an hour or so together today. Our agenda is to:

- Share a bit about our founder, Jerome Hill, and the Jerome Foundation
 - Walk through eligibility, program details,
 - the application and selection process, panelist criteria, and key dates.
 - We'll end with a Q&A.
-
- Your audio is muted. To participate, you'll
 - click on the Q&A box and type in your question.
 - If you'd like to ask anonymously, you can click "send anonymously."

Our Founder



The Jerome Foundation has been in operation for 54 years. It was founded by Jerome Hill— academy award winning filmmaker, composer, painter and philanthropist. We awards grants to early career artists and arts organizations, in Minnesota, Jerome Hill’s home state, and New York City, where he spent much of his creative life.

The Jerome Foundation
supports the creation,
development, and production
of new works by early
career/emerging artists,
collectives, and ensembles in
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dynamic and evolving culture.

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The Foundation

Our Values:

- » Diversity
- » Innovation & Risk
- » **Humility**



Streb



Forecast Public Art



Queens Museum



The Loft



Cedar Cultural Center

The Values that guide our Grantmaking are Diversity, Innovation and Risk, and Humility.

Program Overview

» **Two-year grants** to arts organizations for ongoing programs supporting more than one artist per year in:

- » Dance
- » Literature
- » Media (incl. film, video and digital production and new media)
- » Music
- » Theater
- » Visual Arts
- » plus multidisciplinary/interdisciplinary/cross-disciplinary

» Supporting **early career artists** through

- » artistic/career development and/or providing technical assistance
- » production programs culminating in a production/exhibition/publication etc.

- This program offers two-year grants to arts organizations for ongoing programs—supporting more than one artist per year-- in the disciplines of:
 - Dance, Literature, Media - including film, video, digital and new media - Music, Theater and Visual Arts. Organizations may apply with programs in multiple disciplines. In the application, we ask you to indicate your preferred discipline or disciplines for review.
- We support both artistic or career development and/or technical assistance AND production programs, culminating in a full production/exhibition/publication or a combination of development and production.

We'll talk more about what we mean by early career artists in a bit.

Application Timeline

1. **Phone call** with Program Staff to discuss eligibility



2. **Letter of Intent** due February 5, 2019
by 4pm Central/5pm Eastern



3. **Full application** invited by March 12, 2019—
full applications due June 4, 2019



- » Grant notifications go out in January 2020
- » Next round opens Fall 2020

- All organizations interested in support from Jerome must first schedule a call with Program Staff to discuss eligibility. Letters of Intent will not be accepted from any organization who has not had a phone conversation with Program Staff by the required deadline.
- Eligible applicants need to submit a Letter of Intent no later than Tuesday February 5, 2019
- Organizations invited to submit a full application will be notified by March 12th, 2019
- Full applications are due to the Foundation by Tuesday June 4th, 2019
- Organizations will be notified of grant status in January 2020, and the next round of this program will open in the Fall of 2020.

Now I'll turn it over to Lann and Eleanor, who are going to walk through the eligibility requirements.

ELIGIBILITY

- ✓ What **organizations** are eligible?
- ✓ Which **programs** are eligible?
- ✓ Which **artists** participating in programs are eligible?

We think of eligibility in three parts, which I'll go through in detail.

- The first is, is your organization eligible?
- Next, are the programs for which you are requesting support eligible?
- And finally, are the artists participating in those programs eligible?

Organizational Eligibility

- ✓ Be a **501c3** or apply through a fiscal sponsor
- ✓ Be located in **MN** or one of the five boroughs of **NYC**
- ✓ Offer **ongoing** programs for vocational, generative artists, collectives or ensembles in the early stages of their creative and career development
- ✓ Offer **additional** programs for Jerome-eligible artists, collectives or ensembles beyond the programs for which Jerome support is requested
- ✓ 3+ years of operating experience OR expands the nature of existing opportunities

In order to be considered eligible organizations must meet the following requirements...

- 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;
- Offer **ongoing** programs for vocational (as opposed to avocational, academic, amateur or educational) artists, collectives or ensembles in the early stages of their creative and career development;
- Offer **additional** programs for Jerome-eligible artists, collectives or ensembles (defined below) beyond the program(s) for which Jerome support is requested. Jerome focuses resources on organizations that have a clear commitment to early career artists.
- Organizations with less than three years of operating experience will be considered only if they are able to demonstrate that the program for which support is requested expands the nature (not only the number) of existing opportunities for Jerome-eligible artists in your community.

Program Eligibility

» support the **development of new works**

- ✓ Exhibitions, screening, or publications
- ✓ Commissions, workshops, development activities
- ✓ Production and premieres of developed by the applicant
- ✓ Regrant programs supporting fellowships, commissions or the creation of new works
- ✓ Mentorship programs
- ✓ Professional development and tech assistance programs
- ✓ Residency programs that offer honoraria or compensation

Programs eligible for Jerome funding must support the development, creation, and production/exhibition/publication of new works or promote the ongoing professional or career development of Jerome-eligible artists, collectives or ensembles.

The types of programs the Foundation does support are clearly for early career artists, ensembles or collectives and include:

- Exhibitions, screenings or publications of new works
- Commissions, workshops, development activities
- Production and premieres of new work developed by the applicant
- Regrant programs supporting fellowships, commissions or the creation of new works
- Mentorship programs
- Professional development and technical assistance programs
- Residency programs that offer honoraria or compensation

These supported programs must compensate staff and artists above and beyond any reimbursement costs for participation and at a reasonable wage. AND be publicly transparent about their process for selecting participants, by either using an open

application process for participation in Jerome-funded programs or by use of curators, nominators or staff with ongoing and broad engagement with Jerome-eligible artists.

Program Eligibility, cont.

» We do not support programs:

- ✗ Supporting students in degree-granting programs
- ✗ Charging an application fee or membership for artists
- ✗ Benefitting only one artist/collective/ensemble
- ✗ Only offering presentation, exhibition, performance or screening opportunities of works that the applicant has not supported in development
- ✗ Programs supporting non-generative work
- ✗ Programs where Jerome-eligible artists are seen as incidental, ancillary or occasional participants

The Foundation does not support programs:

- Supporting students (K-12, undergraduate or graduate) in degree-granting programs
- Charging an application fee or requiring memberships for artists
- Benefitting only one artist/collective/ensemble per year
- Only offering presentation, exhibition, performance, or screening opportunities of works that the applicant has not supported in development
- Programs supporting non-generative work—i.e., revisiting, remounting, reprinting, adapting or reinterpreting previously created work
- In which Jerome-eligible artists are seen as incidental, ancillary or occasional participants

Program Eligibility, cont.

» We do not support:

- ✗ Buildings, endowments, capital campaigns or cash reserves
- ✗ Arts education programs
- ✗ Degree-granting and conservatory programs
- ✗ Festivals of work that the applicant has not developed
- ✗ Documentation of work as the primary grant purpose
- ✗ Marketing and audience development as the primary grant purpose

Additionally, the Foundation does not support:

- Buildings, endowments, capital campaigns or cash reserves requests
- Arts education programs
- Degree-granting and conservatory programs
- Festivals of work that the applicant has not developed
- Documentation of work as the primary grant purpose
- Marketing and audience development as the primary grant purpose

Artist Eligibility

» See the guidelines for full detail

» Highlights include:

- ✓ Early career artists
- ✓ Residents of Minnesota or New York City
- ✓ Generative, vocational artists
- ✓ Not a student
- ✓ Expand the aesthetic or social experience in the discipline in which they work and/or reclaim and revive traditional forms in original ways

You'll want to read the guidelines for complete information on what makes an artist eligible to participate in a program. Some highlights include:

- Early career artists
- Residents of the state of Minnesota or the five boroughs of New York City
- Generative, vocational artists
- Not a student
- Additionally, these artists expand the aesthetic or social experience in the discipline in which they work and/or reclaim and revive traditional forms in original ways

Grant Amounts

	Never applied	Not funded in 2018	Received "exit grant" in 2018	Received funding in 2018
Single Program	Up to \$30,000 per year	Up to \$30,000 per year	Up to \$30,000 per year	Max 15% yearly increase from March 2018 award (or \$30,000—whichever is greater)
Multiple Programs	Up to \$60,000 per year	Up to \$60,000 per year	Up to \$60,000 per year	Max 15% yearly increase from March 2018 award (or \$60,000—whichever is greater)

- » No organization may request in excess of **25%** of a three year average of its actual annual operating income
- » At least **75%** of grant funds must support direct costs for the program
 - » Up to 25% can be applied to indirect administrative/organizational costs

- Organizations who haven't applied for Jerome funding, who were not funded in this grant program in 2018, and who were awarded "exit grants" in 2018 in this grant program, may request a maximum of \$30,000 per year for a single program, or a maximum of \$60,000 per year for multiple programs. Please contact us if you are not sure if your 2018 grant was an exit grant.
- All other organizations funded in this grant program may request a maximum of a 15% increase from your March 2018 grant award OR up to \$30,000 per year for single program support or \$60,000- for multiple programs, whichever is greater.
- No organization may request in excess of 25% of a three-year average of its actual annual operating income.
- **For budgeting purposes, at least** 75% of Jerome grant funds **must** support direct costs for the specific program(s). Up to 25% of the grant funds **may** be applied to support indirect administrative costs for Jerome-funded programs and/or for ongoing organizational costs connected to services and activities for early career artists.

Selection Criteria

» Discipline-specific panel review

- 1 **Merit** of programs
- 2 Organizational capacity and **feasibility** of programs
- 3 Potential **impact** of programs
- 4 Demonstrated achievement in and alignment with Jerome's core **values**
diversity innovation & risk humility

During the selection process applications are reviewed by a panel of experts – where each discipline is evaluated by a separate panel. Panelists are selected based on knowledge of genres and forms represented in the applicant pool, and represent a diversity of experience and identity.

In their consideration, panelists consider four criteria:

1. The **merit of the programs**, as indicated by the program plan, information on the artists served and work sample(s), and relationship and responsiveness to artists within its field.
2. The organizational capacity and **feasibility** of the program(s), as indicated by specificity of program detail, demonstration of ongoing support for vocational early career artists, the budget, and the organization's overall financial health.
3. The **potential impact of the programs** for artists and the field, as indicated by the program history and the support offered directly to participants.
4. Demonstrated achievement in and alignment with Jerome's core values as indicated by:
 - diversity of organization leadership, board, staff, program participants and/or audiences;
 - embrace of innovation/risk through unconventional approaches to


solving problems, supporting artists and cultural producers whose work explores new territories, challenges traditions, and offers unique and thought-provoking perspectives;

- and humility through service to larger the artistic and/or social community of artists and citizens, and conscious work toward a sense of community purpose, whether aesthetic, social or both.

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.

How to Apply

1. **Schedule your phone call** with Program Staff
via calendly.com/jeromefdn 

2. **Submit a Letter of Intent** by February 5, 2019
you cannot do this before your phone call! 

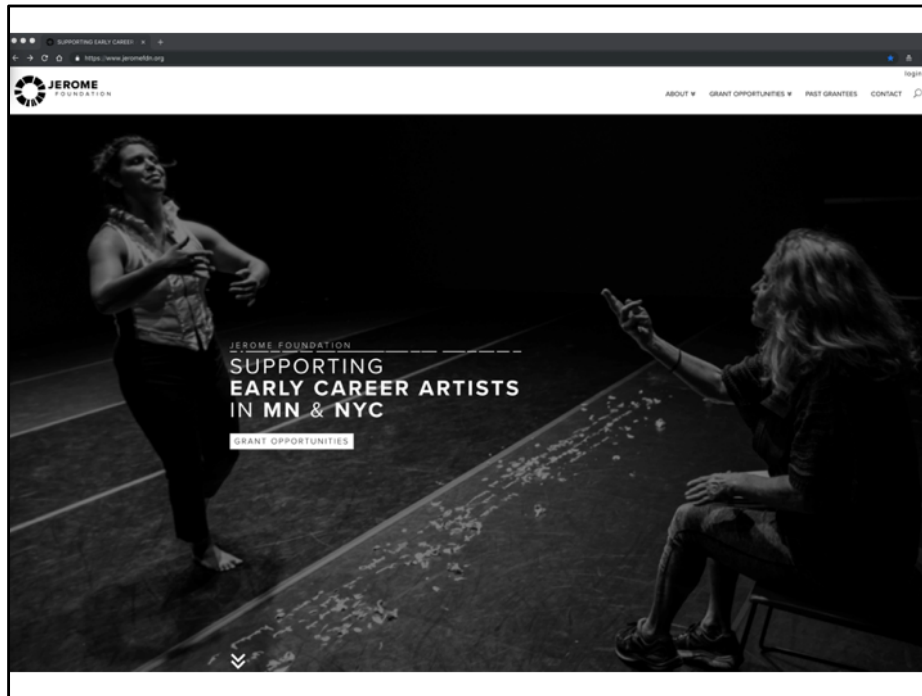
» You'll provide information about:

- » your commitment to early career artists
- » how your program addresses artists' needs and how you measure success
- » past program participants
- » key staff and their strengths working with early career artists
- » your organization: mission, staff size, financial summary

- Prior to applying, applicants must schedule a phone call with Program Staff. To schedule an appointment, go to calendly.com/jeromefdn—we also have the link in the guidelines and on the Arts Org grants page on our website.
- If you've received the go from program staff to submit a letter or intent, you will do so in our online application system, Submittable. This is due February 5 at 4 pm Central/5 pm Eastern.
 - Remember that you have to have your phone call before you submit your letter of intent.

Your letter of intent will address:

- Your commitment to early career artists, how the program for which you are requesting support addresses their needs and how you measure success, past program participants, and key staff and their strengths working with early career artists. We will also ask for some information about your organization: mission, staff size, and a financial summary.



Let's take a quick look at what the application looks like online. ((Note: the above "slide" is a short video showing the Jerome Foundation website and the Submittable application.))

You can start at the Jerome homepage, and click to Grant Opportunities, then Arts Org Grants. Here you'll see you can download the guidelines in PDF or read them on the screen. Let's go to How to Apply and get the link to Submittable.

I'm already logged in, but you can login or create a new account. Here's the link to the LOI application.

I'll fill in my address information, and then proceed.

To begin, we ask for your organization name, and whether you'll be applying with a single or multiple programs.

Next, you'll paste in your letter of intent narrative, addressing the bullets on the right. We recommend 3 pages for a single program, and 5 pages for multiple programs.

Then we'll ask for some basic information about each program for which you are requesting funding, including:
amount requested, preliminary program budget total, artistic disciplines supported, # of artists to be supported, the names of past program participants, and key program contacts--which you can fill in using the table.

We'll also ask for information about your organization, including mission, website, whether you're applying with a fiscal sponsor, staff size, and a financial summary.

Finally, we ask for panelist recommendations--for service in either this program or our Jerome Hill Artist Fellowship program.

Before you submit, we ask you to affirm the accurateness of your information and accept the terms of use.

One really important thing to know about is Save Draft. You can click this, exit out of Submittable, and the next time you login you'll be able to pick up where you left off.

Once you have everything completed and finalized, you'll want to click the big blue "Submit" button. You'll receive an email confirming we have received your application.

More Help & Information



**ELEANOR
Savage »**
Program Director
651.925.5613
esavage@jeromefdn.org



**LANN
Briel »**
Program Officer
651.925.5614
lbriel@jeromefdn.org



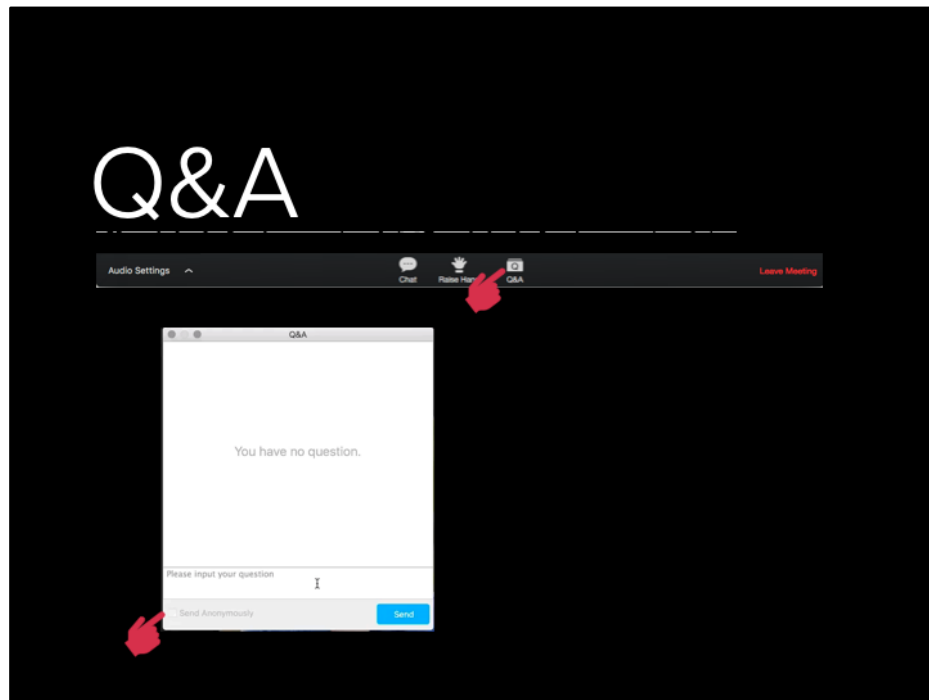
**ANDREA
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Before we get to your questions, I wanted to let you know how you can reach us if you have any questions later on.

You can contact me with program-specific questions ((can we give examples here?)). Or Lann if you have general questions regarding the guidelines.

Contact Andrea if you have any technical questions or issues with Submittable.

We'll also be posting a recording of this webinar to our website if you want to revisit anything.



Okay, we've seen some questions coming in, and we'll start with the Q&A. Remember to click on the Q&A box, and to send your question in anonymously if you so wish.

If we do not have time to address your question, please email us and we will respond to you individually.



Thank you EVERYONE!