



Detroit Arts Support

A common application for general operating support through The Kresge Foundation, Fred A. and Barbara M. Erb Family Foundation, Hudson-Webber Foundation, and DeRoy Testamentary Foundation

THE
KRESGE
FOUNDATION



HUDSON
WEBBER
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Introduction

For over 10 years, the Detroit Arts Support (DAS) initiative has provided unrestricted operating funding to arts and cultural organizations in the metro Detroit region. The program aims to strengthen the sector broadly through consistent support for a large and diverse set of organizations that contribute to the quality of life and cultural vitality of metropolitan Detroit, and provide opportunities for creative expression for people of all backgrounds in the region. We are pleased to invite past partners and new organizations to apply.

DAS was created by the Kresge Foundation in 2007 and joined in 2010 by the Fred A. and Barbara M. Erb Family Foundation. We're excited to announce that the Hudson-Webber Foundation and DeRoy Testamentary Foundation will also be joining the program this year. Over the last 11 years, our foundations have committed over \$50 million in general operating grants to more than 80 organizations of all sizes and artistic disciplines in Macomb, Oakland and Wayne counties.

Eligibility

DAS is open to nonprofit performing arts organizations; visual arts organizations; literary arts organizations; collecting organizations; media and public broadcasting organizations; community-based arts and culture organizations; arts service organizations; arts education organizations; and cultural heritage organizations. Municipalities, schools, religious congregations, non-arts nonprofit organizations, and for-profit organizations are not eligible to apply.

Eligible organizations must:

- Be tax-exempt under section 501(c)(3) of the Internal Revenue Service or operate under a public college/university or government entity.
- Not be classified as private foundations under Section 509(a) of the Internal Revenue Code.
- Be headquartered and incorporated in the State of Michigan, located in and serving Wayne, Oakland or Macomb counties. Please note that some participating foundations may have narrower geographic restrictions.
- Have a mission primarily dedicated to arts, culture and creativity. Organizations that are a subsidiary or division of a larger 501(c)(3) organization must demonstrate an independent identity and governance structure (see Appendix 1).
- Have a record of presenting programs for at least two years.
- Employ the equivalent of at least one full-time person (see Appendix 2).
- Have a current (no older than FY 2017) financial audit conducted by an independent certified public accountant. Organizations with annual budgets of less than \$250,000 may provide a qualified review or IRS Form 990.
- Have revenues of at least \$100,000 from their most recently completed fiscal year.

Arts and cultural organizations that do not meet these eligibility requirements may apply for Creators of Culture, a new grant program administered by CultureSource. For more information, visit www.culturesource.org/resources/creators-of-culture-grants.

Structure of Grant Support

While the foundations have separate funding formulas, individual grant sizes will range from \$5,000-\$100,000 per year. All grants will be made in three-year commitments.

Application Process

Organizations applying for Detroit Arts Support will submit a single application through the Kresge Foundation portal. The application will be shared with the Erb Family Foundation, Hudson-Webber Foundation, and DeRoy Testamentary Foundation. While we partner in the application and review process, each foundation makes independent funding decisions. Selection criteria for each funder can be found in Appendices 3-6 of this document. We encourage you to review these guidelines while crafting your application.

Please submit proposals by **5 pm EST on Monday, June 10, 2019**, using Kresge's online application system (Fluxx) at kresge.fluxx.io. If your organization does not have an account in Kresge's Fluxx system, we strongly encourage you to create one well before the proposal deadline, as it may take 2-3 business days to process new account requests. Fluxx portal instructions and helpful tips can be found at kresge.org/library/DAS2019FluxxGuide.

Application Material

- 1) Organizational information.
- 2) Grant request information. See [Fluxx Guide](#) for more details.
- 3) Demographic data. Enter demographic data concerning your organization and the populations it serves. To ensure consistency, this demographic form uses language and definitions employed by the federal Office of Management and Budget. If you would like to offer comments, please email programoperations@kresge.org with your thoughts.
- 4) Narrative. We have simplified and shortened the narrative to avoid duplicating information we receive through DataArts (formerly the Cultural Data Project), work samples, and annual reports. This narrative is a single section of the DAS application and is not intended to be comprehensive. In three pages or less, please provide:
 - A brief organizational description: history, mission, vision, values, etc.
 - An overview of last year's programming and operations. Use this as an opportunity to celebrate your success and share your challenges.
 - Anticipated changes for the coming year. You may address programming, internal capacity, partnerships, etc.
 - A story about something you learned in the previous year. What did you learn, how did you learn it, and how did it change your organization? (Please note: we find qualitative insights gleaned through interacting with constituents or debriefing with colleagues to be equally as valuable as quantitative data.)
 - Describe your organization's commitment to equity, diversity, and inclusion. How does it manifest in the work of your organization?

Attachments

- 1) The DAS Report from DataArts (formerly the Cultural Data Project) that aligns with the most recently completed audit or qualified financial review submitted with the application. For assistance, contact the DataArts Support Center via email at help@culturaldata.org or call 877-707-DATA (877-707-3282).
- 2) Board list. Current board members, with officers noted, and all members' professional affiliations. Please identify any community representatives. Please also provide the racial/ethnic demographics of your board. **MCACA Attachment 3 may be submitted here.**
- 3) Financial statements. Organizations with annual budgets of over \$250,000 should submit a current financial audit conducted by an independent certified public accountant. If the audit for the most recently completed fiscal year is not yet available, please submit the most recently completed audit, which should not be more than two years old (i.e. FY2017 or newer). Organizations with annual budgets of \$250,000 or less may provide a qualified review or IRS Form 990 in lieu of an audit.
- 4) Optional: the organization's current strategic or business plan.
- 5) Optional: annual reports or work samples that demonstrate the strength of the organization's programming.

Organizations that are a subsidiary of a larger organization must upload additional information as described in Appendix 1.

Review Process

All applications will go through three stages of review. Information from the review process may be shared with additional funding partners to incentivize collaboration and allow for shared learning.

- 1) A financial health assessment performed by the TDC nonprofit consulting group. The results of this assessment will be shared back with each organization, and TDC will be available to review results with organizations on an individual basis.
- 2) A focus group with community representatives, organized by CultureSource. The focus group is a part of the due diligence process and intended to surface insights about each organization. Community representatives will not score applications or make funding recommendations. Representatives from each organization will be invited to observe their organization's focus group.
- 3) Review and selection. Organizations will be selected for funding by each foundation based on individual foundations' grant guidelines. While this is a common application process, foundations make selections independently.

Reporting

All grants will be considered for a three-year period. Second and third year payments will be contingent upon completion of interim reports and satisfactory performance of the grant.

Interim reports for each year will be submitted through Fluxx and shared with all funders by July 30, 2020, 2021 and 2022. Reports will include a narrative and financial component. This information will help refine foundation strategies and key lessons will be shared to advance the field.

If you were granted under Detroit Arts Support 2016-2018, please be sure to upload your final report for that funding round by July 31, 2019.

Questions

Fluxx application questions: programoperations@kresge.org

Kresge Foundation : mawilliams@kresge.org

Erb Family Foundation: shemy@erbff.org

Hudson-Webber Foundation: mshaw@hudson-webber.org

DeRoy Testamentary Foundation: jrodecker.deroy@gmail.com

CultureSource: jlinn@culturesource.org

Photo Credits

Cover Page, from left to right: Sphinx Organization; Pewabic Pottery, photo by Cybelle Codish; Mosaic Youth Theater; Detroit Institute of Arts by Doug Coombe; Iyawo Dance Theatre at Sidewalk Festival, photo by Trilogy Beats

Appendix 1

For organizations that are a subsidiary or division of a larger organization

The Detroit Arts Support initiative is intended to assist organizations whose primary mission is arts and culture. It is not intended to provide funding for arts programs that are produced by an organization whose mission is another purpose, such as social services or education.

If your organization is a subsidiary or division of a larger entity (such as a university or municipality), you must upload two attachments:

1. **Subsidiary Narrative:** a paragraph describing the subsidiary-parent relationship. Please include details on governance and financial accountability.
2. An internal policy or letter of endorsement from the CEO, president or authorized official of the parent organization.

Appendix 2

Instructions for calculating full time equivalent (FTE) staff

To calculate the FTE for your organization:

- 1) List every paid staff member.

Contract staff may be counted if they act for the organization in a staff role on an ongoing, multiyear basis: for example, a part-time director, curator, or artistic director; a paid docent giving tours to school groups throughout each year; a person who coordinates public relations and marketing for the organization and its programs throughout the year, or an accountant. Individuals whose employment is only related to a specific project or short-term contract should not be counted.

- 2) For each person, estimate the total number of hours worked in a year. Then add the total for the entire group.
- 3) Divide the total by 2,080. That's the number of hours in a year for a full-time employee working 40 hours per week. For example, 3,120 hours is 1.5 FTE, or the equivalent of one full-time and one half-time staff member.
- 4) Report the FTE number as part of your grant narrative.

Appendix 3: Kresge Foundation

The Kresge Foundation will review applications from qualifying organizations in Wayne, Oakland and Macomb counties.

Decisions will be based on applicant responses to the general review criteria above and will be informed by the focus group organized by CultureSource. Organizations are not necessarily expected to excel on all of the points listed below, but they should make a case for as many criteria as possible in the context of the organization's mission, goals and objectives.

As part of the 2019 Detroit Arts Support initiative, Kresge's Detroit Program will place special emphasis on diversity, inclusion, and racial equity. A competitive application will clearly present an organization's commitments to:

- Advancing opportunities for creative expression among low-income individuals and people of color.
- Broadening participation and access to arts and culture in the community, including the promotion of cross-cultural understanding and diversity through programming.
- Exemplifying a commitment to organizational diversity among its board and staff leadership reflective of the community and population served.

See below for background on how Kresge's Detroit Program approaches racial equity.

Kresge Detroit Program's Commitment to Racial Equity

The Detroit Program team is committed to advancing racial equity, both in our work as a team, and in the community. This commitment is central to our ongoing process to embed principles of equity and empowerment in the financial support we provide, and to our journey to continuously improve the way we work.

Challenges in Detroit are not only about current issues. They stem, as in all parts of the United States, from a deep and complex legacy of structural racism and bias. This legacy manifests itself in how our society has invested – and disinvested – in communities. The critique of this legacy is embedded in social justice movements seeking community engagement and empowerment for a more equitable future. For all Detroiters to fully thrive, we recognize that as a community we must address the root causes of the city's challenges. For that reason, the Kresge Detroit Program is deepening its racial equity work.

Our working definition of racial equity :

We understand and are committed to advancing racial equity not just in outcomes, but in how we do our work. By outcomes, we mean that race should no longer predetermine how one fares in our city. In regards to our work, we understand that it is necessary to evolve our own practices and programs to reflect racial equity. We pursue racial equity by taking time to explore and learn from others, by asking new, hard questions about equity, structural racism and power, and by taking intentional actions as a team to advance the work.

Our commitment:

As we strive to advance this work, we commit to operationalizing the following principles: listening first to learn; being humble, respectful and inclusive; challenging power narratives, our own included; and acting with intention.

Through KIP:D, we commit to realizing these principles by particularly seeking partnerships with organizations that have traditionally faced challenges in accessing systems of power and funding opportunities.

Additionally, strong applications will show an organization's:

- Contribution to the cultural identity and economic vitality of metropolitan Detroit.
- Evidence of high-quality artistic achievement and strength of programming.
- Commitment to youth development, including arts and culture education.
- Support for local artists and creators of cultural product, including training programs, opportunities for display or sale of works of art, and hiring artists and creative professionals to develop or present programs.
- Participation in effective partnerships and collaborations with other cultural or non-cultural organizations to advance broader community development efforts.
- Evidence the operating support will help the organization achieve its long-term goals.

Appendix 4: Fred A. and Barbara M. Erb Family Foundation

The Erb Family Foundation will review applications from qualifying organizations in the City of Detroit, as well as organizations that have historical significance to the Erb family.

The foundation will provide general operating support to a diverse but defined set of organizations that represent the cultural mainstays of the region, including those that have historical significance to the Erb Family.

The foundation offers unrestricted support for Detroit arts and cultural organizations as an extension of our belief that the arts are a critical part of quality of life. Grant amounts will be determined by the below funding formula:

2018 Revenues	Additional Considerations	Grant Amount
\$100,000-\$499,999	N/A	\$10,000
\$500,000-\$2,999,999	N/A	\$15,000
	Primarily serve youth or people of color	\$25,000
	Family legacy	\$25,000
\$3,000,000 +	N/A	\$25,000
	Family legacy	\$100,000

Appendix 5: Hudson-Webber Foundation

The Hudson-Webber Foundation only funds activities based in Detroit, or otherwise have a significant benefit to the Detroit community.

The Foundation only funds Arts & Culture grants that meet one, or more, of the following objectives:

- Increase the capacity of the arts sector to deliver quality, accessible, and engaging cultural programming;
- Increase the diversity of voices reflected in the arts and culture sector of Detroit;
- Increase the positive contributions of the arts and culture sector to the health and vitality of our communities;

With the exception of the Foundation's Hudsonians program for retirees of the Hudson's department store, the Foundation does not make grants to individuals.

Appendix 6: DeRoy Testamentary Foundation

The DeRoy Testamentary Foundation will review applications from qualifying organizations in Wayne, Oakland, and Macomb counties.

Evaluation of each applicant will include the organization's responses on the application, the collaborative groups' discussion, and a demonstration of how the organization accomplishes the following:

- Means of the community's access to the arts and/or cultural programs offered.
- Meaningful impact to the community it serves.
- Collaborative efforts with other organizations to improve outcomes.
- How this support meets the organization's mission and contributes to its long-term vision.
- Methods to evaluate successes and challenges.